

*şahinsezerdinser*



This is Şahin Sezer Dinçer - an Istanbul-based, South Turkey born Former Marketing Professional at Kantar, Executive Director at Visual Atelier and The Brand Planet.

Have the interdisciplinary experience more than 6 years, theoretical knowledge gained through years of various companies to grow many different sectors and leading company, to strengthen the market-leading brand that sets the rules of the game.

The main business experience and work area that needs to be work in brand management and marketing communication in the field of creative and digital.

The Main personal skills are in open to new ideas, easy to engage with a new environment, leading a small team in some cases and other valuable skill sets that most company needs to hire.

Still interested? Great. Let's discover.

# Cover Letter

Brand Management and Marketing Communication Professional, Creative/ Digital.

Entrepreneur, Visual Atelier and The Brand Planet.

Project Owner, Visual Storytelling called The Humantra

In the beginning, I have seven main objectives in my life that help to shape.

**First, education life.** After graduating from Bilkent University Business Information Management Department as Honor Student, have held a master's degree as Honor Student in Advertising and Brand Communication Department at Bahcesehir University. Also in those days, involved in the management of school clubs at Bilkent University. Sezer had established the bowling club, a leader at the project groups, photographer at Bilkent News, involved in Personal Development & Career Days, assisted for Turkey's eastern regions to stationery and clothing assistance, the organization of events such as the reforestation of the school campus and took part in its realization. Also, Sezer was awarded the Award of Excellence in Extra-Curricular Activities.

**Second, work-life.** A career is like a fish and work life is a sea. No one cannot achieve anything without dive into the deep of the sea. Since have started, decided to define my work skills as Brand & Marketing communication/management. That's why have shaped my work expectation according to them. During my career life, there was some chance to experience many boutique agencies besides large-scale organizations like WPP sub-brand Kantar, one of the biggest Turkish firms Yıldız Holding, an important player in the health sector Acibadem Holding, and Bilkent Holding has many different brands in different sectors.

**Third, entrepreneurship.** It's like a priceless passion to have great success. To achieve it, have currently worked on a project called Visual Atelier. It's a creative brand and communication agency initiative that combines arts, science, and all existence into one place. That's why the slogan is where the creative ideas meet. The other effort to achieve success is The Brand Planet. It's a new thing to create a new playfield for marketing and any business-related news. Moreover, there is a new project called The Humantra which is related to visual storytelling.

**Fourth, personal development.** It's a way of creating our own luck in our lives. For a long time, have kept investing in my valuable and interpersonal skills, industry knowledge. To do that, have participated in both virtual training programs and seminars that help to broaden my horizon. In light of that, have become master level modern technologies and their elements. The elements consist of two parts. One of them is software knowledge that includes Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, InCopy, After Effects), Microsoft Office (Word, PowerPoint, Excel), and Apple's software (Final Cut Pro, GarageBand, and its office software too).

**Fifth, Master and Apprentice.** We are responsible to help the next generation to leave them a better life. Even busy in work life, still actively involved in activities and share my ideas on different platforms both online and offline. For instance, made a presentation called "Creating an extraordinary brand" and mentioned the shortcuts of creating a unique brand at the event that Bilkent University Young Entrepreneurs Club. Moreover, have shared my observations, prediction about futures in the case of marketing and brands in my blog which called the brand planet.

**Sixth, Social responsibility.** How can we repay nature and its creature in a good way? To do that, have made effort to support civil society organizations like TEGV volunteer basis awareness project and UNICEF as much as they can.

**And, lastly, hobbies.** Even though busy work life, refreshment is essential to be sustainable. For this reason, have allocated time for hobbies like photography, ebru art, oil painting, creative writing, trekking & camping, and cooking.

Ready to use all of my capabilities and potential for the growth and sustainability of the organization. Are you? Let's do it.

## HOBBIES

Photography  
Different Genre Music Discovery  
Ebru / Wood / Oiled Painting  
Trekking / Camping  
Creative Writing / Reading  
Cooking

## SOCIAL ACTIVITIES

Charity work for earthquake victims that collecting book, stationary to east part of Turkey & planting tree.  
Founder of Bowling Club @Bilkent University  
Photographer @Bilkent News  
Speaker at Events

## MEMBERSHIP

Turkish Red Crescent  
UNICEF  
TEMA

## LANGUAGE

Turkish  
English

## ABOUT ME

Kayseri  
09.07.1988  
Single  
B Class Driving License  
Military Service Done

## EDUCATION

**Master Degree,**  
Ad. & Brand Comm. Man.  
@Bahcesehir University

**3,15/ 4**

**Bachelor Degree,**  
Business Info. Man.  
@Bilkent University

**3,14/ 4**

Creative Graphic Design,  
Technical Drawing + 3D  
@Bilge Adam

**High  
Success**

## SOCIAL RESPONSIBILITY



Volunteer Teacher

## PERSONAL

**0 (534) 512 45 75**

**sahinsezerdincer@outlook.com**

**@sahinsezerdincer**

## PROFESSIONS

Brand Management and  
Marketing Communication  
Creative Design Approach

## SUCCESS & AWARDS

Honour Student @Bahçeşehir University  
Honour Student @Bilkent University  
Award Of Excellence In Extra Curricular  
Activities @Bilkent University

## REFERENCES

**Pınar KÖSEOĞLU**  
Genel Müdür, @DORinsight **0 532 417 84 82**

**Arzu Kırath**  
Senior Director, @Kantar **0 533 295 58 92**

**Dr. Elif ÖZDİLEK**  
Instructor, @Bilkent University **0 535 498 16 71**

**Carmen BOHOYO**  
Managing Director, Insights @Kantar **carmen.bohoyo@kantar.com**

## EXPERIENCE

**Sabancı  
Universitesi** Senior  
Brand and  
Marketing  
Specialist

**Brand  
Planet** Founder

**TURKUVAZ  
MEDYA GRUBU** Brand  
Manager

**KANTAR** Senior  
Marketing  
Executive,  
Digital and  
Creative

**YILDIZ  
★  
HOLDING** Assistant  
Brand  
Manager

**KANTAR** Marketing  
Communication  
and Creative  
Specialist

## EXPERIENCE

### **Senior Brand and Marketing Specialist | Sabancı University - Full-time | March 2022 – Present | Istanbul, Turkey**

Sezer helps to plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors and identify potential customers, assist to develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. He is great to oversee product development or monitoring trends that indicate the need for new products and services.

He assists to evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections. Also, he negotiates contracts with vendors or distributors to manage product distribution, establishing distribution networks, or developing distribution strategies and he helps to coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services and finally, he negotiates contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.

### **Brand Manager | Turkuvaz Media - Full-time | March 2021 – April 2021 | Istanbul, Turkey**

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### **Senior Marketing Executive, Digital and Creative | Kantar - Full-time | Feb 2016 – Feb 2021 | Istanbul, Turkey**

He was responsible for synchronizing various Marcom disciplines in support of Kantar's product launch and sustaining marketing communications in Turkey, collaborated closely across a range of functions and various department, fluent in a variety of media, including print, digital, and video/motion graphics and highly experienced in both product launch and sustaining activities, also have a deep knowledge of the creative development process with a self-motivated, flexible individual with very strong communication skills. You should be a strong strategic thinker, capable of seeing the bigger picture and orchestrating projects to that end.

In this role, he constantly challenged the status quo and seek new and better ways of communicating both internally and externally. He worked with local agency partners to ensure that all communication deliverables are fully integrated and flawlessly executed, meeting Kantar's extremely high-quality standards, where appropriate, participate in channel partner relationships, communications plans, and programs in concert with WW and local Partner Communication teams, provide input to Global teams on creative and messaging for seasonal programs to ensure local relevance and impact, on a regular basis, collect and share actionable and pertinent communications insights to help guide, inform, and improve our global communications plans and efforts, maintain a calendar of key local cultural/seasonal events and be the Marcom point person for any related Kantar communications.

### **Assistant Brand Manager | Yıldız Holding - Apprenticeship | Feb 2015 – Jan 2016 | Istanbul, Turkey**

He worked cross-functionally with shopper marketing, category, sales, finance, and supply teams in the deployment of insight-driven marketing activity, worked cross-functionally with shopper marketing, category, sales, finance, and supply teams in the deployment of insight-driven marketing activity. Furthermore, effective brand performance tracking against business targets, including recommendations aiming at maximizing brand targets and, provided strategic marketing support to the Senior Brand Manager with a focus on driving sustainable sales growth and profitability of the portfolio. Also, performed sales and consumer KPIs monitoring and follow up, from getting data to defining so what/action plan, responsible for in-store communication and shopper communication of the campaigns, coordinated events, sampling activities, promotions, and other BTL projects with agencies, assisted to manage digital marketing (social media and digital campaigns), created ideas for communication under the brand of responsibility.

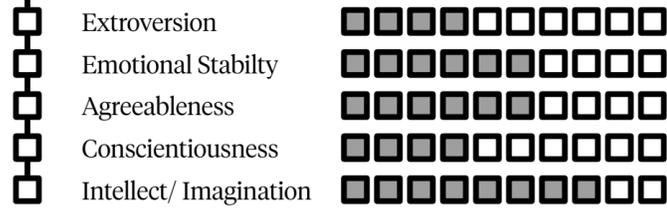
He kept track of new market developments and competition, work closely with the sales group, insights collection and synthesizing performance of brand/products for Aytaç, as well as item-level forecasting, tracking, and performance summaries providing recommendations to the Brand Manager, planned and implemented the introduction of new products in conjunction with the Brand Manager, consulted with Sales, Planning, Customer Marketing, and Finance to ensure the most effective and profitable marketing of products.

### **Marketing Communication and Creative Design Specialist | Kantar - Full-time | March 2014 – Feb 2015 | Istanbul, Turkey**

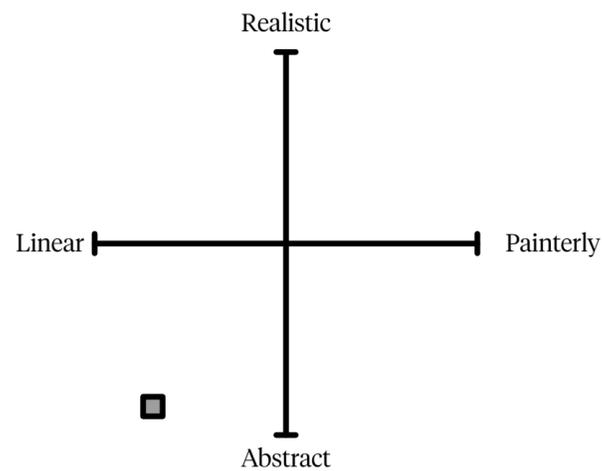
He acted as the subject matter expert regarding Information Design, Data Visualization with the main focus on Infographics, support Kantar Turkey's design direction and creative execution on client deliverables, pitches, and marketing initiatives, and adhered to global Kantar's brand guidelines while adding custom flair on a project-by-project basis. Also, responsible for advertising our company's products and services on media, especially social networks that promoting the company's products and services during social events. Also, he coordinated the design of promotional material and also distributing it via online and offline channels, networking with potential clients and industry experts for increasing brand awareness, crafting and sending regular newsletters about the latest company news, and planning press conferences and interviews.

Also, worked under the guidance of the Design Lead to manage the design process from concept to completion. Moreover, responsible for creating some great designed materials that will bring our data insights to life for big clients. Lastly, he was working with the business to make insights into actionable impact, and responsible for transforming abstract ideas, data, insights into a more visually appealing and story-led manner.

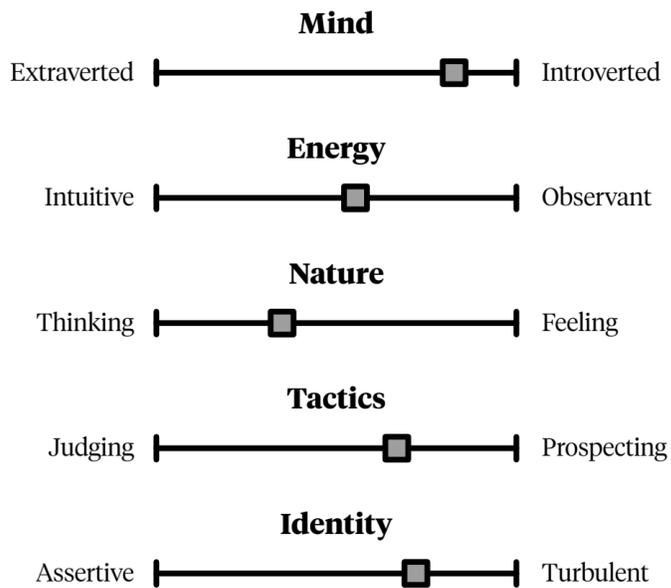
### BIG 5 PERSONALITY



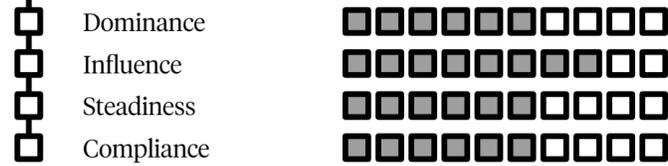
### STYLISTIC PREFERENCES



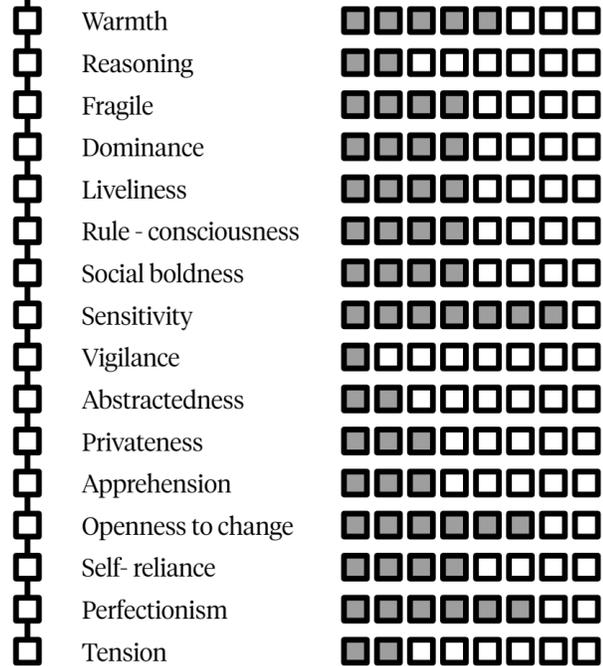
### 16 PERSONALITIES TEST



### OPEN DISC ASSESSMENT



### CATTELL'S 16 PERSONALITY FACTORS

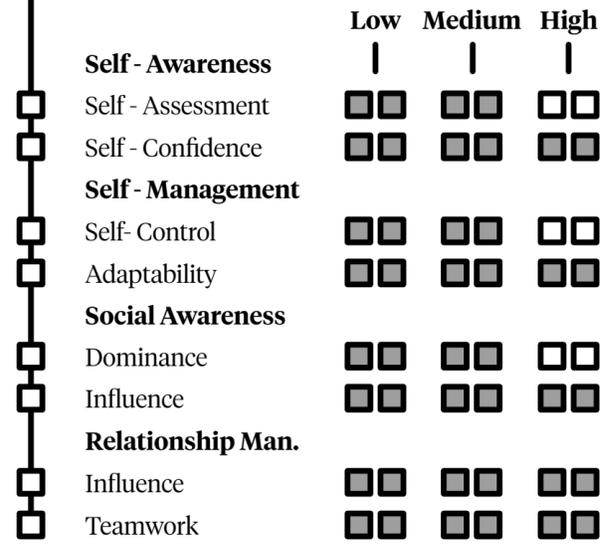


### NONVERBAL IMMEDIACY SCALE

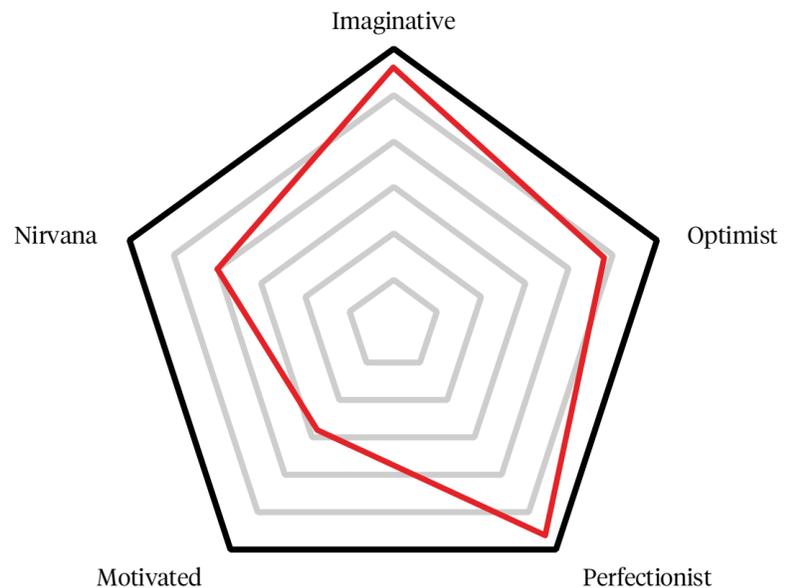
My score **105**

Higher scores indicate more nonverbal immediacy. The average score for men was **93.8** and the average score for women was **102.0**. Greater levels of nonverbal immediacy are generally seen as positive and are statistically associated with a variety of positive outcomes.

### SELF - AWARENESS ASSESSMENT



### ATTITUDES BASED ON SENSES



**SOURCE**

**Big Five Personality Test:** [www.openpsychometrics.org/tests/IPIP-BFFM/](http://www.openpsychometrics.org/tests/IPIP-BFFM/)

**Stylistic Preferences:** [www.openpsychometrics.org/tests/APS/](http://www.openpsychometrics.org/tests/APS/)

**Open DISC Assessment Test:** [www.openpsychometrics.org/tests/ODAT/](http://www.openpsychometrics.org/tests/ODAT/)

**16 Personalities Test:** [www.16personalities.com/](http://www.16personalities.com/)

**Nonverbal Immediacy Scale:** [www.openpsychometrics.org/tests/NIS/](http://www.openpsychometrics.org/tests/NIS/)

**Self-Awareness Assessment:** [www.higherawareness.com/awareness-level-test.php](http://www.higherawareness.com/awareness-level-test.php)

# SKILLS & ENDORSEMENTS

## INDUSTRY KNOWLEDGE

<input type="checkbox"/>	Brand Management	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Budget Management	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Business Development	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Business Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Copywriting	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Data Visualization	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Digital Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Entrepreneurship	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Event Planning	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Market Research	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Marketing Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Digital Photography	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Project Management	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Social Media Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Strategic Planning	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Graphic Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Video Production	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Video Editing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Non-profit Volunteering	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Content Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Integrated Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	International Marketing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Competitive Analysis	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

## VALUABLE SKILLS

<input type="checkbox"/>	Digital Design	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Adobe Creative Cloud	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Brand Comm. Man.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Brand Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Video Editing	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Brand Production	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Business Model Dev.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Marketing Event Planning	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	B2B Marketing Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	B2C Marketing Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Marketing Strategy	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Persuasion Skill	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Productivity Improvement	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Professional Training	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Visual Comm. Man.	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

## SKILLS

<input type="checkbox"/>	Photoshop	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Illustrator	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	InDesign	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Premiere Pro	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	GarageBand	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Lightroom	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	InCopy	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Final Cut Pro	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	After Effect	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Leader at Group Project	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Microsoft Office	■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Apple iWork	■ ■ ■ ■ ■ ■

## INTERPERSONAL SKILLS

<input type="checkbox"/>	Public Speaking	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Stress Management	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Time Management	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Team Leadership	■ ■ ■ ■ ■ ■ ■ ■ ■ ■
<input type="checkbox"/>	Teamwork	■ ■ ■ ■ ■ ■ ■ ■ ■ ■

“The art of being yourself at your best is the art of unfolding your personality into the man you want to be. Be gentle with yourself, learn to love yourself, to forgive yourself, for only as we have the right attitude toward ourselves can we have the right attitude toward others.”

Thanks for spending time to review CV

Hopefully, will have a chance to work  
together from now on

Thanks in advance

*sahinsezerdincer*