

## NAZLI CELIK

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### **Personal Details:**

DOB: 01 Jan 1988 • Turkey

### **Qualifications Profile**

**Product Management:** Dynamic professional with hands-on experience defining product requirements, roadmaps, and long-term strategies that satisfied company requirements. Ability to oversee all aspects of the product life cycle from research and conception through marketing strategy.

**Business Development:** Proficient in identifying and managing the implementation of strategic value-added services and solutions in alignment with corporate objectives to open new lines of business, propel overall business success, and achieve organisational goals.

**Project Co-ordination:** Deft at supporting co-ordination and management of project schedules, events and life cycle tasks to make valuable contributions across all facets of project implementation and execution. Instrumental in planning, organising, and evaluating projects in conjunction with staff members.

**Strengths & Accomplishments:** Demonstrating superior organisation, time management, and leadership skills as well as a talent for communicating with all levels of staff from subordinates to senior executive teams. Skilled in leveraging capacities in presentation, event co-ordination, and community relationship building to accelerate communications efforts and corporate growth.

### **Professional Experience**

Doğuş Otomotiv – Kocaeli, Turkey

**Corporate Communications Supervisor**, August 2019 – January 2020

**Corporate Communications Specialist**, Jan 2019 – August 2019

Develop contents with the agency for the creation of LinkedIn accounts of C-level executives, including CEO, HR director, and CDO. Perform overall assigned operations of the organisation in accordance with corporate standards. Contribute to streamlining communication actions for 25th Year of Doğuş Otomotiv in conjunction with staff members. Formulate and submit accurate reports to executives.

*Key Achievements:*

- Leveraged technical skills and managed the online presence of business while administering dogusotomotiv.com.tr and intranet.
- Assisted Traffik Hayattir by managing social media accounts and web site.
- Participated in Corporate Sustainability Team and contributed to Doğuş Otomotiv Corporate Sustainability Report 2018.

Doğuş Otomotiv – Kocaeli, Turkey

**Audi Türkiye Digital Marketing Specialist**, May 2016 – Dec 2018

▪ Fostered a long-lasting relationship with social media agency to support creative and media agency. Delivered appropriate suggestions to creative agencies and assisted in advertisement and e-mailing creation process. Planned and organised SEM, e-mail marketing, display advertising, and social media advertisements. Controlled organisational relationships and interactions with customers. Directed diverse functions, such as sales, after sales services, legal, and accounting to achieve corporate objectives. Generated plans and arranged photo shoots for social media.

*Key Achievements:*

- Enhanced comprehensive knowledge and experience in online/offline luxury and premium brand communication and management.
- Developed and revised affective and attractive content of web sites, including audi.com.tr, benimaudim.com, and seninaudin.com and Audi Türkiye social media accounts.

- Ensured overall activities completed within budget while allocating online communication budget for marketing activities.
- Gained significant knowledge of web analytics and metrics of Google and Adobe Analytics.
- Networked with IT partners to develop mobile applications for the sales department and coordinated the UX / UI improvements.
- Evaluated websites performance and reported to higher management on a monthly basis.

Doğan Egmont Publishing – Istanbul, Turkey

**Marketing Assistant Specialist**, May 2015 – May 2016

Contributed to improving marketing planning process in accordance with brand objectives through co-operation with the product manager. Delivered executive level assistance to the manager for the management of planning, sales volume, turnover, profitability, market share of the magazines. Administered corporate online hub as per the directions of the covermounts. Carried out several activities, such as controlling pre- and mass production samples, tracking customs processes, and following invoices and licensor contracts. Analysed the activities and performance of child magazines on a monthly basis.

*Key Achievements:*

- Fostered business unit relationships among cross-functional departments, comprising sales, advertising, and business development.
- Technically managed the Doğan Egmont web site for magazine sections, banner, and competition.
- Actively appeared in Atlas Çocuk events and 34th İstanbul Book Fair.
- Conducted circulation meetings with DPP, the distribution planner of the magazines.
- Co-operated with the social media agency for the advertising of Atlas Çocuk Facebook pages.

### **Additional Experience**

**Strategic Marketing and Corporate Communication Intern** at Doğu Otomotiv, Aug 2014 – May 2015

**Special Projects and Advertising Trainee** at Campaign Türkiye, 2014

**Magazines Marketing & Corporate Communication Intern** at Doğu Media Group, 2012

**Assistant Marketing and Public Relations Manager** at Radio ODTÜ, 2011

**Organisation Team Member** at Radio ODTÜ, Sep 2007 – Oct 2011

### **Educational Background**

Istanbul Bilgi University – Istanbul, Turkey

**Graduate School of Social Sciences, MBA, GPA: 3.31, 2018**

Middle East Technical University – Ankara, Turkey

**Bachelor of Science in Geological Engineering, GPA: 2.21, 2013**

### **Courses & Certificates**

Understanding Fashion: From Business to Culture **by Institut Francais de la Mode (on FutureLearn), April 2020**

Learn About Current Digital Workplace Trends **by University of Leeds & The Institute of Coding (on FutureLearn), April 2020**

Agile Product Owner Role: Foundations **by LinkedIn, June 2019**

Fashion and Sustainability: Understanding Luxury Fashion in a Changing World **by London College of Fashion & Kering Group (on FutureLearn), Dec. 2018**

Google Ads Search **by Google Academy** – continuing

### **Language Skills**

Native Turkish, Advanced English, Beginner French