Vural Kaya

Marketing & Communication Professional

ABOUT ME

Hello,

I'm Vural Kaya. As I enter my 16th year in my professional life, I have prepared this CV in order you to get to know me o little better and to share with you o brief summary of what I do in Marketing Communication and Brand Management. I hope we get o chance to meet soon.

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Vural Kaya

Marketing & Communication Professional

To :

Dear Madam / Sir

.....

Somehere

in the World

From :

Vural Kaya

Marketing & Communicaton

Yenikoy

34464 Istanbul, Turkey

Marketing Communicaton
&
Brand Management

Dear Madam / Sir

During my digital career, which I started with content management on the media side in 2007, I worked as an expert and manager in the field of Marketing Communication for Turkey's leading brands in many sectors, including media, agency, and entrepreneurship. In my career, which started with Project and Content Management, I worked at important points that required expertise in many different disciplines such as brand and product ownership. I have worked in expert and managerial positions in areas such as creating user experience for digital projects, content marketing, and marketing of products and services through different channels in digital and sales operations management. Industries I have experienced include Media, E-Commerce, FMCG, Automotive, Energy Engineering, and Legal.

Please visit my website **https://www.ahmetvuralkaya.com** for my career life and more details. It will allow you to learn more detailed information about me.

Best regards

A. Vural Kaya

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Marketing & Communication Professional

Experience

MGC Legal In., Istanbul / Marketing & Communication Director
2022-2023

MGC Legal is a law firm that employs around 130 lawyers, has competencies in many sectors, and is also the only partner of Andersen Global in Turkey. I was responsible for the management of all communication processes and international marketing processes of the institution. In the field of law, for the first time in Turkey, we have implemented projects such as the use of artificial intelligence in the field of law and the e-Law system.
In addition to Corporate Communications, within the scope of marketing processes, I was responsible for the management of end-to-end marketing communications including content management, content marketing, Lead Generation-oriented online campaigns, social media content management and marketing, media planning and PR activities in all digital assets.

Üçay Group, Istanbul / Digital Office Director
2021 - 2022

Managing Corporate Communication and marketing activities far all group companies of Üçay Group operating in Air Conditioning, Energy, E-Mobility, Electrical, Mechanical, Construction and B2B Trade sectors.

As Üçay Group Digital Office Director, my take in charge include; the establishment of the entire digital office and team, the management of content and performance-based campaigns in communication channels, the production of innovative projects, the improvement of existing digital assets and the creation of income models, the creation of software projects (Evjet.com) and the "R&D Center Design Manager" in R&D processes.

Escar Inc. Istanbul / Marketing Manager
2018 - 2021

I worked as the "Digital Communication and Marketing Manager" at Escar A.Ş., which is in the Operational Fleet Leasing sector in the automotive sector and is the first company in Turkey to be offered to the public in this sector. Together with my team, I had a full-fledged managerial role in managing the digital assets of all brands of the company (Escar, Varmiarttiran.com and Otoboom.com), managing content and performance marketing campaigns, market research in new projects, UX/UI processes, and testing phases to publishing phases.

All of the Digital, Istanbul / Co-Founder
2015 - 2018

Google Turkey, Istanbul / Agency Business Development Executive
2015 - 2015

Periscope, Istanbul / Digital Strategy Manager
2013 - 2015

BL Music, Istanbul / Digital Marketing Manager
2010 - 2013

Nes Media, Istanbul / Content Manager
2008 - 2010

For much more, please visit my portfolio on my personal website.

www.ahmetvuralkaya.com

Objective

In my business life, my main goal is to managing communication and marketing activities that can create added value far the institution I work far in addition, to become a better leader, to establish good teams, to become systematic and to accumulate good people around me. While all these goals are realized, it is my greatest desire to be together with peaceful and happy people in open communication.

Education

Bilgi University, Istanbul
Master's Degree,
Marketin Communication / 2022-2023

SAE Institute, Istanbul
Bachelor's Degree,
Audio Engineering / 2010-2011

Dumlupinar Uni. Kutahya
Bachelor's Degree,
Material Engineering / 2002-2007

Skill

Markering Communication
Corporate Communication, Brand Management, Memberships, Networks, Digital Assets, Channels, Insights, Analytics

Marketing
B2B-B2C-D2C and B2B2C Marketing, Marketing Strategies, Marketing Research, Budget Management, KPI's and OKR's, CRM, E-Com, SEO-SEM, PPC, Social Marketing, Affiliate and Content Marketing

Project Management
Agile, Project Feasibility, Investment and Cost, Team Organize, Process Analysis, UX and UI Management, Test Process, MVP's, Start-up Ecosystem and Exit Management

Team Management
Team Organize, Employee Development and Loyalty, Motivation

Creative Art Skills
Adobe Suite, Presentations, Product Management, AI Tools, Copywriting, Art Direction

Leadership

Sustainability

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HOPE TO
HEAR
FROM
YOU
SOON

THANK YOU!

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