



# ABOUT ME

## Vural Kaya

Marketing & Communication Professional

**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 a little better and to share with you a brief summary of what I do in Marketing Communication and Brand Management. I hope we get a chance to meet soon.



# Vural Kaya

Marketing & Communication Professional

Dear Madam / Sir

To :

Dear Madam / Sir

.....  
Somewhere  
in the World

From :

Vural Kaya

Marketing & Communicaton  
Yenikoy  
34464 Istanbul, Turkey

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*

Marketing Communicaton  
&  
Brand Management



# Vural Kaya

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 for 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](http://www.ahmetvuralkaya.com)

## Objective

In my business life, my main goal is to managing communication and marketing activities that can create added value for the institution I work for 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,

Marketing Communication / 2022-2023

**SAE Institute,** Istanbul  
Bachelor's Degree,

Audio Engineering / 2010-2011

**Dumlupinar Uni.** Kutahya  
Bachelor's Degree,

Material Engineering / 2002-2007

## Skill

### Marketing 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

Vural Kaya  
Marketin & Communication Professional

HOPE TO  
HEAR  
FROM  
YOU  
SOON

THANK  
YOU!