

TUGRUL CAVUSOGLU

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DATE OF BIRTH: 06.07.1973

PLACE OF BIRTH: Istanbul, Turkey

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EXPERIENCE:

FREELANCE CONSULTANT AND PROJECT MANAGER

2014-present

Worked on projects regarding marketing, internet and education.

RAYKON (Istanbul)

2010-2014

Marketing Manager

Developing online marketing and sales activities including the creation and the execution of a yearly e-marketing plan and Raykon website.

www.raykon.com.tr

AVEA COMMUNICATION SERVICES (Istanbul)

2008-2009

E-Marketing Manager

Developing interactive marketing communications strategies for Avea and its related brands such as the Patlican Youth Portal. Also managed Advergames, microsites, WAP and PDA pages, Intranet, Extranet, Kiosk projects; interactive and viral games.

www.avea.com.tr

HIPERAKTIF INTERNET SOLUTIONS (Istanbul)

2006-2008

General Manager

Strategic Planning for the competitions that the agency undertakes. Consulting with the clients on Interactive marketing communications strategy development. Gathering and analysis of relevant marketing data to be used towards the online marketing strategy and campaign management. Responsible for New Business Development and Sales Strategies definition & implementation. Managed an inter-agency reorganization and performance evaluation project. Responsible for day-to-day management of the entire web development team as well as supervising all projects of the agency.

www.hiperaktif.com

TURKCELL COMMUNICATION SERVICES (Istanbul)

2003-2006

New Media Team Head

Developing interactive marketing communications strategies for Turkcell, Hazır Kart and Turkcell Kurumsal Hizmetler brands. Developing digital brand strategies and positioning for the company website, Turkcell 532 Channel for Digiturk (iTV), WAP and PDA pages, Intranet, Extranet, Kiosk projects; interactive and viral games.

www.turkcell.com.tr

DNA INTERNET SOLUTIONS (Yalova) 2001-2003

Managing Partner

Responsible for all communication with existing client portfolio, getting new businesses, coordination between the customers and the production team, in-house advertising and online marketing communication strategy development and execution, preparing as well as presenting corporate proposals and contracts. Also responsible for project planning and execution and managing the project teams.

NETWISE (Istanbul) 2000-2001

Project Manager

Responsible for new business development, marketing, new project development (both in-house and for clients). Managing existing project processes from concept creation through launch. Defining and implementing e-business goals and success criteria as well as online marketing communication strategies. Preparation of the Netwise e-newsletter. Assisting upper management in defining marketing strategies.

www.netwise.com.tr

AMAZON (New York) 1996-1998

Marketing Communication Strategist

Started as intern, later assisting in the definition and implementation of interactive marketing communication strategies. Creating and implementing online advertising campaigns, online media buying process definition, search engine and directory submission strategies, interactive survey designs and eCRM strategies. Defining new customer segments for the Portal and proposing strategies for new business development.

www.amazon.com

EDUCATION:

PARSONS SCHOOL OF DESIGN (New York) 1994-1998

Bachelor of Business Admin. in Design Marketing

Completed with Honors.

NEW YORK UNIVERSITY (New York) 1997-1998

Leonard N. Stern School of Business

Graduate Level Courses on eBusiness and Marketing.

UNIVERSITY OF COLORADO (Colorado) 1993-1994

Studied Industrial Engineering.

LYCEE FRANCAIS PIERRE LOTI (Istanbul) 1985-1993

Obtained Baccalaureat D (Math & Natural Sciences).

MILITARY SERVICE:

TURKISH LAND FORCES (Ankara) 1998-2000

Second Lieutenant

French-English-Turkish Simultaneous Translator and Foreign Guests Liaison Officer

COURSES & SEMINARS:

- Management Skills, Leadership and Coaching
- Time Management
- Conflict Resolution
- Negotiation Skills
- Team Work
- Marka 2003-2004-2005
- Kristal Elma 2003 – 2004 - 2005
- Altın Örümcek 2003 – Altın Örümcek 2004 (Accepted awards for best website)
- CRM Seminars
- İnet, Medyasoft ve SiteBuilders Internet Seminars.
- Various conferences about web design, internet advertising and internet project management during 2000-2003 CEBIT BILISIM FAIRS

OTHER SKILLS:

- Product Design
- Portfolio Management
- Business Development
- Real Estate Development
- Measuring Social Media ROI
- Online Stock Trading
- Painting

LANGUAGES: Turkish (Native), English (Fluent), French (Fluent), German (Beginner)