



Şeyma Küçüköner

Brand & Marketing

ABOUT ME

I earned my bachelor's degree in Journalism in 2016 and began my career during my student years, gaining experience in both local and national newspapers. Shortly after, I transitioned to roles in advertising agencies and the marketing departments of various brands. I am confident that every company and position I've worked in has been a valuable stepping stone, shaping my skills and preparing me for my current professional endeavors.

I approach my work with the mindset: **"If I were the owner of this brand, how would I manage and enhance it?"**

CONTACT

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📍 Bostancı, Kadıköy, İstanbul

PERSONAL INFORMATION

Date of Birth
23.08.1994

Marital Status
Single

Driver's License
Class B

EDUCATION

Journalism

- Kocaeli University (Licence)
2012-2016
- Gumushaciköy Anatolian High School (Amasya)
Turkish - Mathematics
2008-2012

EXPERTISE

- Social Media Management
- Creative Content Planning
- Digital Marketing (ADS)
- Graphics Design
- Copywriting
- Brand Collaborations
- Influencer Marketing
- Photo Shoot Organization

EXPERIENCE

• Brand and Marketing Manager

Panayır Gourmet | İstanbul / Göcek / Viyana

Panayır Bakery - Greenery Eat Better - Da Mare Fishery

- The Kebabzone - Panayır Göcek - Tarama Bagels (Viyana)

June 2024 - Present

I am actively working as the Brand Marketing Officer for Panayır Gourmet, a parent brand with operations in İstanbul and Göcek, overseeing four sub-brands and concepts.

Social Media Management
Creative Content Production
Campaign Processes
Influencer Collaborations
Creative Copywriting
Graphic Design
Event Planning

• Brand and Marketing Coordinator

ROMATEM HEALTH GROUP & ROMATEM MOVE | İstanbul

August 2022 - May 2024 (1 year 9 months)

Social Media Management
(Workflow planning of graphic designers and videographers)
Team Management
Creative Content Production
Digital Campaign Processes Planning and reporting
Planning outdoor advertisements and managing the process
Coordination between all branches (Marketing Activities)
Creative Copywriting
Influencer Collaborations
Brand Collaborations
Event Planning

SKILLS

- Creativity
- Communication
- Team Management
- Meeting deadlines
- Friendly
- Risk Management
- Reporting
- Being a researcher
- Rapid adaptation

PROGRAMS

- Microsoft Office
- Adobe Photoshop
- Adobe Premiere
- Adobe InDesign
- WordPress
- Google Ads(Adwords)
- Meta Business Suite
- MICROS POS Systems for Restaurants
- Canva & CapCut

LANGUAGE

ENGLISH

Reading B1

Writing B1

Speaking B1

REFERENCES

Melek Elitok TUNCAY

ROMATEM HEALTH GROUP
Communication Consultant
0532 255 97 72

Ömer DÜVENCİ

The GALLIARD / The GALLIARD Cove House
Director of Operations
0532 725 02 92

Sinem ÇAMUR

ROMATEM HEALTH GROUP
Director of Operations
0533 204 60 53

Dr. Abdulalim RAMDOUN

ROMATEM HEALTH GROUP
Director of Health Tourism and
International Department
0553 936 22 22

Derya TAHMAZ

ROMATEM HEALTH GROUP
Human Resources Director
0536 791 26 01

• Sr. Brand & Marketing Specialist

The GALLIARD – The GALLIARD Cove House | İstanbul – Bodrum
June 2021 – August 2022 (1 year 3 months)

Social Media Management

Coordination with advertising agency

Creative Content Production

Planning outdoor advertisements and managing the process

Process management regarding printed products

Executing organizational processes regarding musicians

Creative Copywriting (Social Media, Website, Online – Offline
advertising campaigns)

Influencer Collaborations

Brand Collaborations

Event Planning

Price Transition Process

• Marketing Expert

Social Mecra Advertising Agency (neoldu.com) | İstanbul
June 2018 – May 2021 (3 year)

Content production for the website

SEO compatible creative content

production

Digital advertising management

Team Leadership (Team consisting of content editors and graphic
designers)

Influencer Marketing

Affiliate Marketing

Sales-oriented content production

• News Editor – Graphic Designer

EN Kocaeli Newspaper | Kocaeli
December 2016 – May 2018 (1 year, 5 months)

• News Editor – Graphic Designer

Günaydın Kocaeli Newspaper | Kocaeli
June 2016 – December 2016 (6 months)

• Intern Graphic Designer

Milliyet Newspaper | İstanbul
March 2016 – June 2016 (3 months)