

*şahinsezerdinser*



Meet Şahin Sezer Dinçer, a seasoned marketing and brand communication professional who has a decade of experience working with both global and local companies. Throughout his career, he has achieved remarkable success in establishing market-leading brands and driving growth across various sectors. His expertise spans multiple industries, giving him a unique interdisciplinary perspective.

Sezer's primary focus lies in brand management and marketing communication, with a particular specialization in the creative and digital realms. Additionally, he is the founder of two companies, Brand Planet and Humantra, and currently resides in Istanbul, Türkiye.

In addition to his extensive professional background, Sezer possesses personal qualities that make him highly effective in diverse settings. He is known for his openness to new ideas, adaptability in the face of change, and his adept leadership of small teams.

If you are interested in exploring potential opportunities, Sezer would be delighted to collaborate with you.

# Cover Letter

Brand, Media, Creative and Digital  
Marketing Communication  
Consultant

Entrepreneur of Brand Planet and  
Humantra

Throughout his life, Sezer has pursued seven main objectives that have shaped his character and contributed to his success.

**Firstly**, in terms of education, he graduated with honors from Bilkent University's Business Information Management Department. Later, he completed a Master's degree in Advertising and Brand Communication from Bahcesehir University, where he also earned honors. During his time at Bilkent University, he took on leadership roles in various project groups, founded the Bowling Club, and managed other school clubs. Additionally, he organized events such as the reforestation of the school campus and helped provide stationery and clothing to underprivileged communities in Türkiye's eastern regions. His exceptional contributions to extracurricular activities earned him the prestigious Award of Excellence.

**Secondly**, in his professional career, Sezer believes that a determined approach is essential for success, just like a fish diving deep into the sea. He has honed his skills in Brand and Marketing Communication Management, working for various boutique agencies, as well as larger organizations such as Sabancı University, Kantar, Yıldız Holding, Bilkent Holding, and numerous brands in different sectors.

**Thirdly**, entrepreneurship is his passion, and he has achieved great success through his project, Brand Planet, a new media outlet for the business world, covering topics such as marketing and branding. Additionally, he founded Humantra, a brand focused on wellbeing and spirituality.

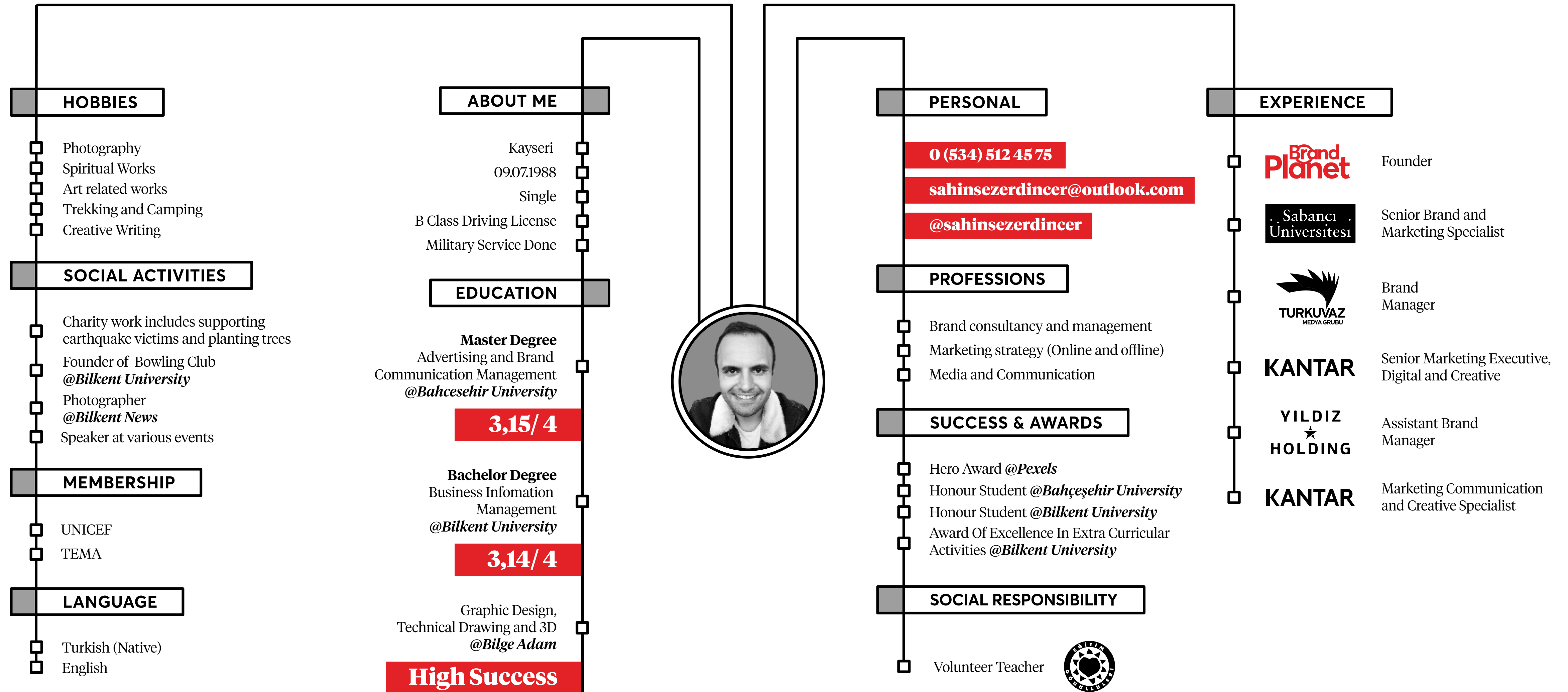
**Fourth**, personal development is crucial for shaping one's luck in life. Sezer has invested heavily in developing his interpersonal skills and industry knowledge through virtual training programs and seminars. As a result, he has gained mastery in modern technologies and software, including Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, InCopy, After Effects), Microsoft Office (Word, PowerPoint, Excel), and Apple's software (Final Cut Pro, GarageBand, and its office software).

**Fifth**, he believes in passing on knowledge to the next generation and actively participates in activities and shares his ideas on different platforms both online and offline. For instance, he presented "Creating an Extraordinary Brand" at many universities and shared his observations and predictions about the future of marketing and branding on his blog.

**Sixth**, social responsibility is crucial in repaying nature and its creatures. Therefore, Sezer volunteers for civil society organizations such as TEGV, raising awareness for their projects, and UNICEF.

**Finally**, hobbies are crucial for maintaining work-life balance. Despite his busy work life, Sezer enjoys photography, Ebru art, Tarot reading, creative writing, trekking and camping, and cooking.

He is eager to use his capabilities and potential to contribute to the growth and sustainability of the organization. Is the organization ready? Let's do it!



EXPERIENCE

□ **Senior Brand and Marketing Specialist | Sabancı University - Full-time | March 2022 – Present | Istanbul, Türkiye**

Sezer plays a crucial role in planning, directing, and coordinating the marketing policies and programs of a firm. This involves analyzing the demand for products and services offered by the firm and its competitors, identifying potential customers, and developing pricing strategies to maximize profits or market share while ensuring customer satisfaction. Sezer is also responsible for overseeing product development and monitoring trends to identify the need for new products or services. They evaluate the financial aspects of product development, including budgets, expenditures, research and development appropriations, and profit-loss projections. In addition, Sezer negotiates contracts with vendors or distributors to manage product distribution, establish distribution networks, or developing distribution strategies. They coordinate and participate in promotional activities or trade shows, working with developers, advertisers, or production managers to effectively market products or services. Overall, Sezer's expertise in marketing and business operations is essential to the success of the firm.

□ **Brand Manager | Turkuvaz Media - Full-time | March 2021 – April 2021 | Istanbul, Türkiye**

Sezer is a skilled professional who assists in planning, directing, and coordinating marketing policies and programs. He helps determine the demand for products and services offered by a firm and its competitors, identifies potential customers, and assists in developing pricing strategies to maximize the firm's profits or share of the market while ensuring customer satisfaction. Sezer is also great at overseeing product development and monitoring trends that indicate the need for new products and services. He is experienced in evaluating the financial aspects of product development, including budgets, expenditures, research and development allowances, and ROI and profit-loss projections. Sezer is also skilled in negotiating contracts with vendors or distributors to manage product distribution, establish distribution networks, or develop distribution strategies. He can coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers to effectively market products or services. Finally, he can negotiate contracts with vendors or distributors to manage product distribution, establish distribution networks, or develop distribution strategies.

□ **Senior Marketing Executive, Digital and Creative | Kantar - Full-time | Feb 2016 – Feb 2021 | Istanbul, Türkiye**

He was responsible for synchronizing various marketing communication (Marcom) disciplines to support Kantar's product launch and sustaining marketing communications in Türkiye. He collaborated closely with a range of functions and departments and is fluent in a variety of media, including print, digital, and video/motion graphics. He is highly experienced in both product launch and sustaining activities and has a deep knowledge of the creative development process. He is a self-motivated, flexible individual with strong communication skills, and a strategic thinker capable of seeing the bigger picture and orchestrating projects to that end. In this role, he constantly challenged the status quo and sought new and better ways of communicating both internally and externally. He worked with local agency partners to ensure that all communication deliverables were fully integrated and flawlessly executed, meeting Kantar's extremely high-quality standards. He also participated in channel partner relationships, communications plans, and programs in concert with Worldwide and local partner communication teams where appropriate. He provided input to Global teams on creative and messaging for seasonal programs to ensure local relevance and impact. On a regular basis, he collected and shared actionable and pertinent communications insights to help guide, inform, and improve their global communications plans and efforts. Finally, he maintained a calendar of key local cultural/seasonal events and served as the Marcom point person for any related Kantar communications.

□ **Assistant Brand Manager | Yıldız Holding - Apprenticeship | Feb 2015 – Jan 2016 | Istanbul, Türkiye**

He collaborated cross-functionally with teams in shopper marketing, category, sales, finance, and supply to implement insight-driven marketing activities. He effectively tracked brand performance against business targets and provided recommendations to maximize brand targets. He also provided strategic marketing support to the Senior Brand Manager, focusing on driving sustainable sales growth and portfolio profitability. He monitored and followed up on sales and consumer KPIs, from gathering data to defining action plans. He was responsible for in-store and shopper communication of campaigns, and coordinated events, sampling activities, promotions, and other below-the-line (BTL) projects with agencies. He assisted in managing digital marketing campaigns, including social media, and generated ideas for communication under the brand's responsibility. He kept track of new market developments and competition, worked closely with the sales group, and collected and synthesized insights on brand/product performance for Aytaç, as well as item-level forecasting, tracking, and performance summaries. He provided recommendations to the Brand Manager and planned and implemented the introduction of new products. He consulted with sales, planning, customer marketing, and finance to ensure effective and profitable product marketing.

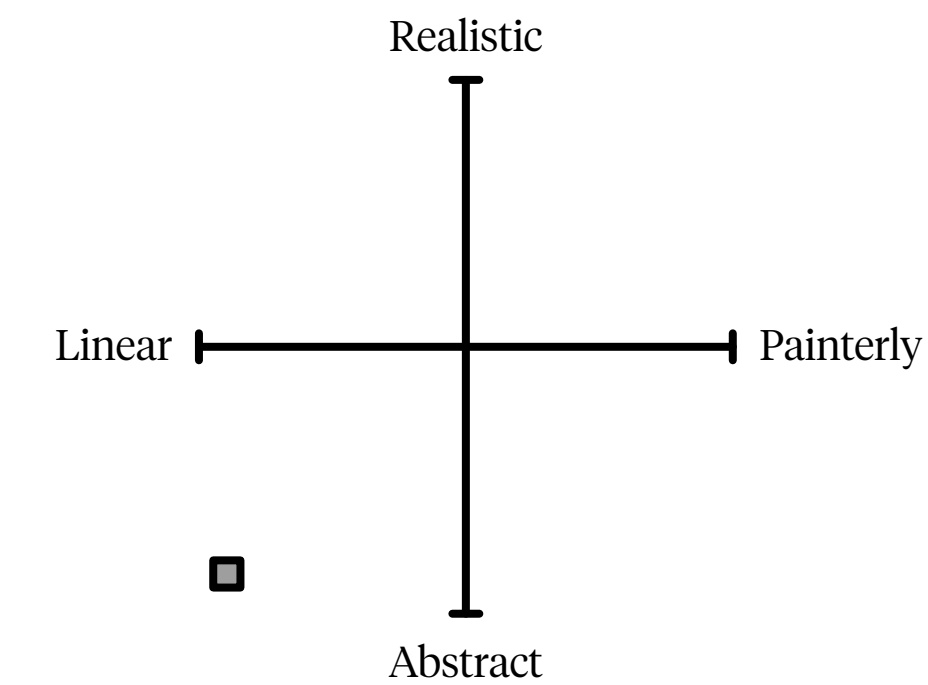
□ **Marketing Communication and Creative Design Specialist | Kantar - Full-time | March 2014 – Feb 2015 | Istanbul, Türkiye**

He acted as the subject matter expert regarding Information design, data visualization with the main focus on Infographics, support Kantar’s design direction and creative execution on client deliverables, pitches, and marketing initiatives, and adhered to global Kantar’s brand guidelines while adding custom flair on a project-by-project basis. Also, responsible for advertising our company’s products and services on media, especially social networks that promoting the company’s products and services during social events. He coordinated the design of promotional material and also distributing it via online and offline channels, networking with potential clients and industry experts for increasing brand awareness, crafting and sending regular newsletters about the latest company news, and planning press conferences and interviews. Also, worked under the guidance of the design lead to manage the design process from concept to completion. Moreover, responsible for creating some great designed materials that will bring our data insights to life for big clients. Lastly, he was working with the business to make insights into actionable impact, and responsible for transforming abstract ideas, data, insights into a more visually appealing and story-led manner.

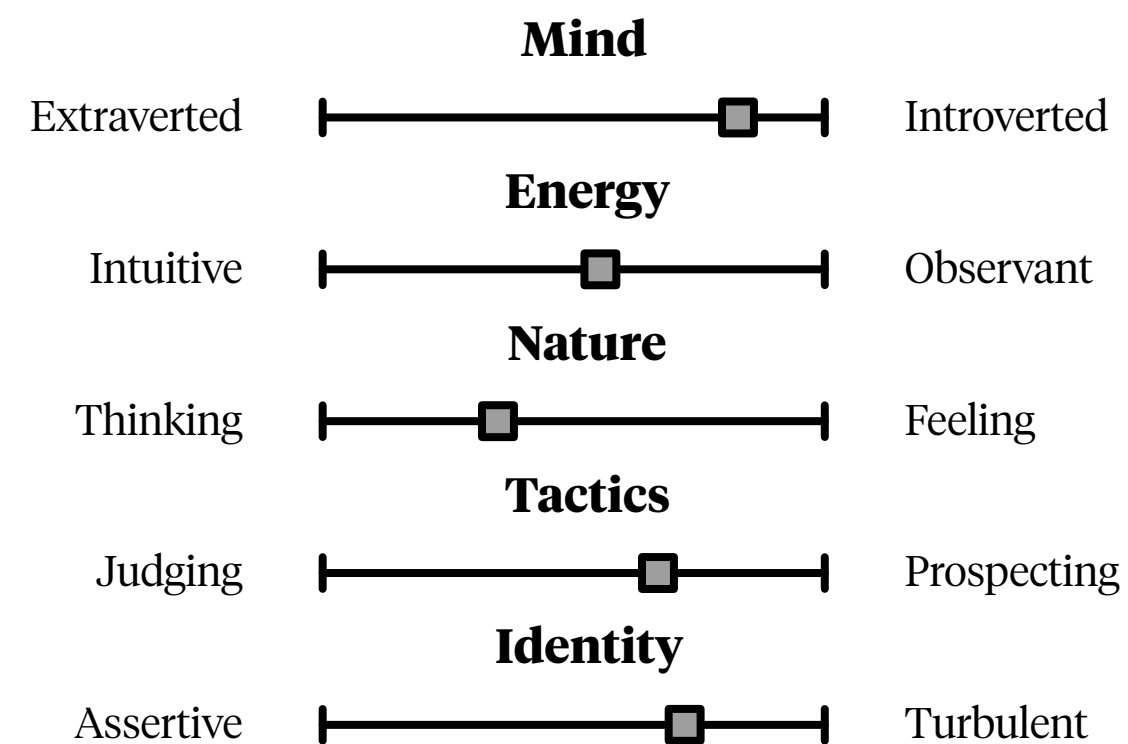
**BIG 5 PERSONALITY**

| Trait                  | Score (0-10) |
|------------------------|--------------|
| Extroversion           | 4            |
| Emotional Stability    | 6            |
| Agreeableness          | 5            |
| Conscientiousness      | 7            |
| Intellect/ Imagination | 8            |

## STYLISTIC PREFERENCES



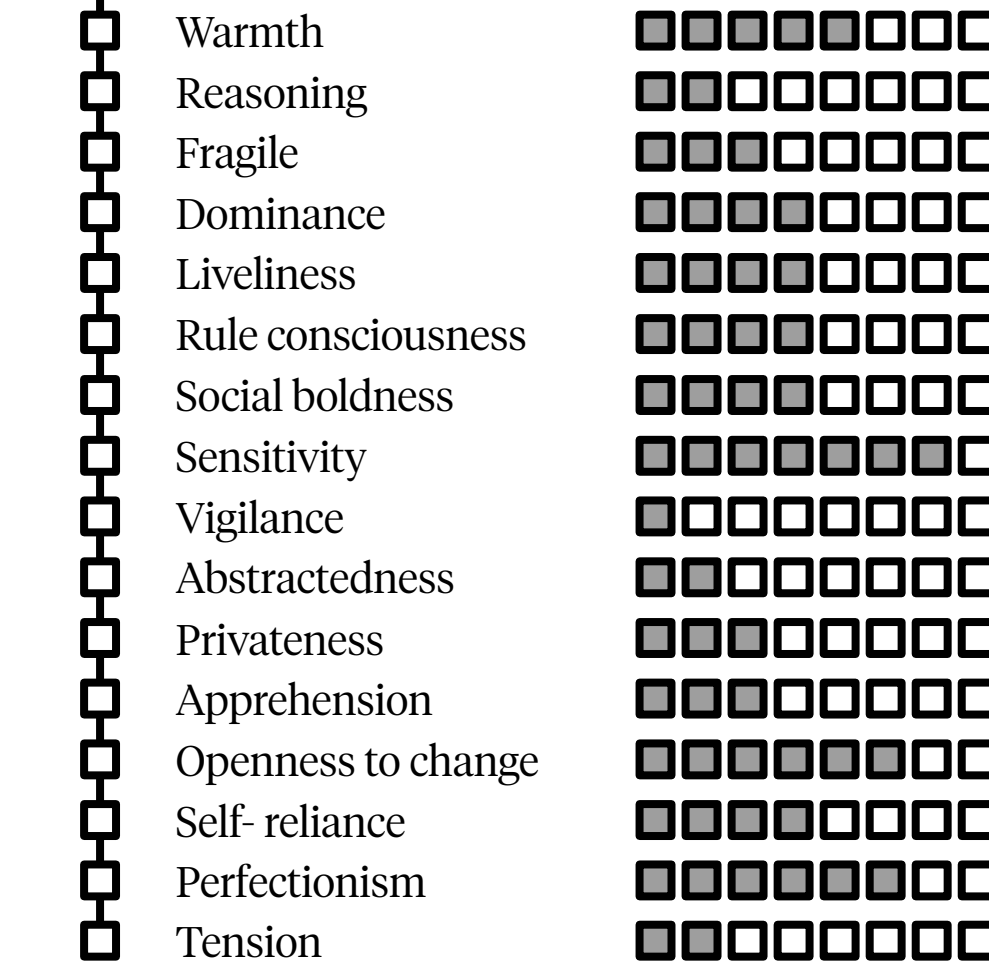
## 16 PERSONALITIES TEST



**OPEN DISC ASSESSMENT**

| Category   | Score (0-10) |
|------------|--------------|
| Dominance  | 6            |
| Influence  | 7            |
| Steadiness | 6            |
| Compliance | 6            |

## CATTELL'S 16 PERSONALITY FACTORS



## NONVERBAL IMMEDIACY SCALE

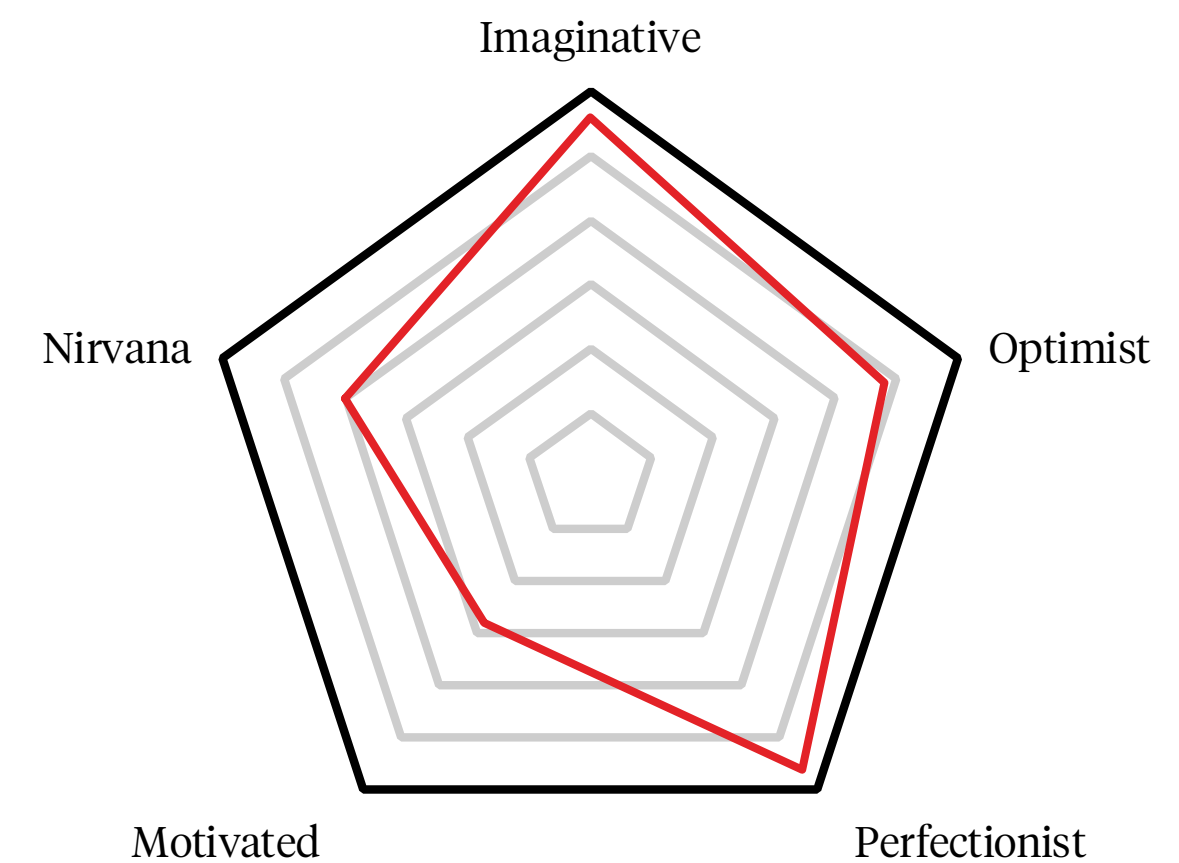
My score

**105**

Higher scores indicate more nonverbal immediacy. The average score for men was **93.8** and the average score for women was **102.0**. Greater levels of nonverbal immediacy are generally seen as positive and are statistically associated with a variety of positive outcomes.

| SELF - AWARENESS ASSESSMENT |  |     |        |      |
|-----------------------------|--|-----|--------|------|
|                             |  | Low | Medium | High |
| Self-Awareness              |  |     |        |      |
|                             |  |     |        |      |
| Self-Management             |  |     |        |      |
|                             |  |     |        |      |
| Social Awareness            |  |     |        |      |
|                             |  |     |        |      |
| Relationship Management     |  |     |        |      |
|                             |  |     |        |      |

## ATTITUDES BASED ON SENSES



INDUSTRY KNOWLEDGE

- Digital design using Adobe Creative Cloud:** Digital design skills, including proficiency in Adobe Creative Cloud software (e.g. Photoshop, Illustrator, InDesign, InCopy, Premiere Pro)
- Marketing communication and messaging:** Marketing communication experience, including creating and implementing campaigns across multiple channels (e.g. social media, email, print)
- Brand strategy development:** Brand strategy development, including conducting market research, defining brand voice and tone, and crafting messaging that resonates with target audiences
- Video editing and production:** Video editing and brand production skills, including creating and editing video content that aligns with brand objectives and communicates key messages effectively
- Business model development and innovation:** Business model development and innovation, including designing and developing innovative business models to create new revenue streams and improve operational efficiency.
- B2B and B2C marketing strategy development:** B2B and B2C marketing strategy development, including identifying target audiences, creating messaging that resonates with those audiences, and executing campaigns that drive results.
- Persuasion and negotiation skills:** Persuasion skills, including the ability to effectively communicate and influence stakeholders at all levels of an organization
- Productivity improvement techniques:** Productivity improvement expertise, including analyzing workflows and processes, identifying areas for improvement, and implementing solutions that drive efficiency and effectiveness
- Professional training and development:** Professional training experience, including developing and delivering training programs that upskill team members and drive continuous learning and development
- Leadership and teamwork in group projects:** Experience leading group projects, including collaborating with team members, delegating tasks, and managing timelines and budgets.
- Brand management and building:** Brand management and building, including developing and implementing brand strategies, managing brand assets, and maintaining brand consistency across various channels.
- Budget management and financial planning:** Budget management and financial planning, including creating and managing budgets, forecasting and analyzing financial data, and ensuring efficient use of resources.
- Business strategy and planning:** Business strategy and planning, including developing long-term business plans, identifying growth opportunities, and executing strategies to achieve business goals.
- Press release writing and public relations:** Press release writing and public relations, including crafting compelling press releases, developing media relations strategies, and managing media inquiries.

- Data visualization and analytics:** Data visualization and analytics, including using data to identify trends and insights, creating data visualizations to communicate findings, and making data-driven decisions.
- Digital marketing techniques and platforms:** Expertise in digital marketing techniques and platforms, including SEO, SEM, email marketing, and social media advertising.
- Entrepreneurship and small business development:** Entrepreneurship and small business development, including starting and growing a business, identifying market opportunities, and developing effective business models.
- Event planning and management:** Marketing event planning experience, including coordinating logistics, creating event collateral, and managing vendor relationships.
- Market research and analysis:** Market research and analysis, including designing and executing research studies, analyzing data, and identifying insights to inform marketing strategies.
- Social media marketing and engagement:** Social media marketing and engagement, including developing social media strategies, managing social media accounts, and engaging with audiences on social media.
- Strategic planning and decision-making:** Strategic planning and decision-making, including analyzing business trends, developing business strategies, and making data-driven decisions to achieve business goals.
- Graphic design and visual communication:** Graphic design and visual communication, including creating compelling visuals, designing marketing materials, and developing brand identities.
- Non-profit volunteering and community involvement:** Non-profit volunteering and community involvement, demonstrating a commitment to giving back to the community and making a positive impact.
- Content marketing and creation:** Content marketing and creation, including developing and executing content strategies across various channels, such as blogs, social media, and email.
- Integrated marketing campaigns and tactics:** Experience in developing and executing integrated marketing campaigns and tactics, incorporating multiple channels and touchpoints to reach target audiences and achieve marketing goals.
- International marketing and cross-cultural communication:** Expertise in international marketing and cross-cultural communication, including adapting marketing strategies and messages to different cultures and markets.
- Competitive analysis and market positioning:** Knowledge of competitive analysis and market positioning, including conducting research, analyzing data, and identifying opportunities for differentiation and competitive advantage.

"The art of being yourself at your best is the art of unfolding your personality into the man you want to be. Be gentle with yourself, learn to love yourself, to forgive yourself, for only as we have the right attitude toward ourselves can we have the right attitude toward others."

Thank you for taking the time to review my CV

@sahinsezerdincer

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