



Vural Kaya

Marketing & Communication Professional

ABOUT ME

Hello,

I'm Vural Kaya. As I enter my 18th year in my professional life, I have prepared this CV in order for 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



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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.

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.

Managing the digital transformation processes of the Group and the new projects to be implemented. (CRM Systems and Evjet Project)

Escar Inc. Istanbul / Marketing Manager 2018 - 2021

Escar is Turkey's first publicly traded company in the operational fleet leasing sector. Management of all digital communication and marketing activities with my team. Implementation and management of operations of the brand new automobile purchasing platform Otoboom.com.

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 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

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HOPE TO
HEAR
FROM
YOU
SOON

THANK
YOU!