

YASIN SERHAT ŞEN

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JOB EXPERIENCES



Bazaar Express, London | *Brand & Operation Manager* | [05/2022 - 05/2023]:

I performed following tasks in branding and operation processes of the company, which started as a start-up project, aiming to deliver products to consumers in the UK market with local prices:

- Determination of communication tools, creation of brand language, creation of brand communication strategies and reporting of regional market researches to executives
- Preparing corporate identity files of the brand, setting up the creative structure on the e-commerce platform
- Planning the printed materials and management of the printing process
- Preparing social media content (post, story, ad) and content plans, determining advertising strategies
- Making functional and design arrangements of the web-site and managing the IT team during the implementation phase
- Management of manufacturers, suppliers and other 3rd parties during production, packaging, customs clearance, transportation and storage
- Sourcing and proactively offering for correct product, supplier, quality to company



Verita (Istanbul) | *Corporate Communication & Brand Manager* | [05/2016 - 05/2022]:

Briefly, I took an active role in the following tasks and fields within the scope of ensuring efficiency in communication and marketing for the development of brand image and making corporate communication and efficiency studies:

- Preparing annual communication plans and budgets within the framework of brand and corporate communication strategies
- Managing corporate communication, event and PR activities, organizing new product launch, re-launch, fair and similar events, monitoring published and visual press about the company and its products, preparing texts for interviews and press bulletins, coordinating, reporting and archiving of all activities.
- Conducting product and market research, monitoring competitor news, action and market trends, managing benchmarking process, monthly meetings on analysis of competitors' products and reporting them to senior management
- Performing and supervising ATL, BTL and TTL studies, implementing advertising, communication, social responsibility and sponsorship projects
- Preparing all creative works in conformity with corporate identity, writing and auditing brief notes and coordinating 3rd parties (agencies, printing companies, etc.)
- Responding the requests for advertising materials, digital-printed materials, packaging design as well as making revisions and management thereof
- Preparing presentations for institution, brand, product and service; creating text for brochures, periodicals (magazine), advertisements and campaigns to be published in printed and digital media
- Developing company, brand and e-commerce websites, updating their content
- Managing digital marketing and social media process, creating and monitoring new projects, responding to consumer messages communicated through social media and communication channels, establishing commercial agents, cross-marketing projects with customers and businesses from different sectors
- Regular planning, inspection and development of products, operating points, shops, online market spaces, planning and performing creation of periodic product photography
- Performing patent and trademark registration process activities
- Making relevant B2B, B2C data entries into the system, preparing marcom plans for data, making announcements in the periods of discount, campaign, special days etc.

- Establishing and managing strategies for improving internal communication in close cooperation with HR, if required, providing regular trainings on corporate communication and brand sensitivities.



Assessment Systems, Istanbul | *Psychometric Tools Specialist* | [11/2013 - 05/2015]

I performed the following tasks in the implementation phase of tests and inventories for supporting recruitment decision of companies regarding selection/assignment and promotion, identifying the suitable candidates with high work performance for the position:

- Planning, performing and reporting of test applications on the online infrastructure
- Managing test development projects and performing analysis studies
- Following up process analysis and software projects for migration of processes to online platform
- Generating numerical and analytical data
- Investigating organization schemes and doing brand analysis in line with the demands of the customers
- Preparing appropriate visual and content in line with the company's corporate principles and strategies
- Preparing collective test cases and project plans



Net Bilgi Grup, Istanbul | *Statistician* | [03/2012 - 09/2012]

I took part in the following matters while supporting the academic studies of graduate and doctorate students:

- Making statistical analysis and reporting of surveys and other data in SPSS and other statistics programs
- Responding to customer demands regarding statistics adopting a customer-oriented service approach



BRS Med. (yenipazarim.com), Istanbul | *Business Development Specialist* | [11/2011 - 03/2012]

I performed following tasks while performing activities to anticipate the requirements in the business processes of the institution, to reveal the areas of improvement and to produce solutions:

- Preparing inbound and outbound sales reports and staff commission system, determine staff productivity, gathering statistical analysis from CRM and CWIZ softwares.
- Making calculations for advertising income and expenses and managing advertisements in appropriate channels based on benefit/cost analysis

CONSULTANCY



Freelance | *Research & Statistical Analysis Consultant* | [09/2012 - 07/2020]:

I provide corporate and individual consultancy services to students and academicians who have inconveniences in overcoming the difficulties in the academic process, in order to analyze the data obtained by companies in line with field studies:

- Making preliminary research and literature review about the field of study
- Defining a research question, hypotheses and sub-hypotheses
- Compiling data and resources, performing data entry, coding and deciphering
- Preparing and managing survey and establishing strategies for question design
- Performing survey analysis with SPSS package program, interpreting and reporting the findings
- Ensuring that all study complies with thesis manual of the relevant corporation, editing and grammar checks

EDUCATION

- 2012 - 2014 : Beykent University, Institute of Graduate Studies, MBA, Istanbul
2010 - 2011 : Islington Centre College, English Language Program, London, UK
2008 - 2010 : Anadolu University, Open Education Faculty, Economics
2005 - 2010 : Firat University, Faculty of Science, Statistics, Elazig
2001 - 2004 : Kayseri Sümer High School, Science and Mathematics, Kayseri

PROJECTS & PUBLICATIONS

- The effect of sound and music on employees and employees' reaction to sound and music: A case study for businesses. [MBA Graduation Project]
- MÜSİAD (Independent Industrialists and Businessmen's Association), Logistics Sector Report 2013
- Online shopping habits of Turkish consumers. [B.Sc. Graduation Project]

SKILLS

- Vocational** : Brand Communication and Management ▪ Event Management ▪ Corporate Communication ▪ Customer Relationship Management ▪ Statistical Analysis
- Software** : SPSS ▪ Google Services (Analytics, AdWords, Ads vb.) ▪ Microsoft Office Apps (Word, Excel, Powerpoint) ▪ Photoshop ▪ Wordpress ▪ Umbraco ▪ Canias ERP
- Languages** : English (Upper Intermediate)

OTHER INFORMATIONS


- Special Interest** : Chess, playing classical-acoustic guitar and piano, creating audio records, drawing zentangle, paper colage art
- Volunteering Activities** : UNICEF Turkey National Committee, Participation in volunteering project, BARKTEAM (Balkan Animal Rescue Kingdom) Sharing food for stray animals
- Other** : Awards at chess tournaments and painting contests organized by different institutions, Owner of B class driving license
- Social Articles** : <https://www.yasinserhatsen.com/makaleler>
- Academic Articles** : <https://beykent.academia.edu/senyszerhat>

PERSPECTIVE

I like the brands in different sectors and the feeling of comfort and satisfaction that these brands bring to human life. The philosophy of "Let me be surrounded by luxury, I can do without the necessities!" by Oscar Wilde, which has affected my brand choices for a long time, is replaced with the perfect one, actually evolving to be more elite within time. Currently, I focus on the philosophy of "eat, wear and love moderately". I believe that it will be possible to satisfy buyers of both concepts ensuring creativity in design, precision in workmanship, perfection in comfort and economic balance for classification.

In the works I manage, I attach importance to hearing different ideas and I am a good listener. I believe in an extensive culture in and to which everyone can grow and contribute as a team. My curiosity makes me fresh, up-to-date and resourceful with respect to my interests in specific domains. I would like to continue my career in dynamic and exciting structure supported with a challenging but contributive work environment; I intend to add value to this environment through my experience and dynamism.

WEB: www.yasinserhatsen.com

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