



NUR COGENLI

MARKETING PROFESSIONAL

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PERSONAL PROFILE

A seasoned brand/retail marketing professional with 10+ years experience in D2C & B2C & B2B trading, product/project management, tech, advertising, content, digital marketing and CRM with a special focus in UX, UI, web-based, interactive projects, CMS, website build, mobile apps and social media using Waterfall, Scrum Master or Agile methodologies • bilingual Marcom Producer/AM/PM.

- Tech driven: CMS/website build, user interface and headless, leading/supporting tech teams with architectural, performance, SEO and all market integrations.
- Comms driven: briefing, reporting, building teams, content strategy and management, stakeholders management, including all global markets.
- Additional: program management, budgeting, testing, research for best practices, leading teams in decommissioning and/or onboarding new 'eco' systems.

SKILLS & QUALITIES

I have worked on diverse projects in IT, Fashion, Automotive, Sports, Fin-tech, Entertainment, E-Commerce, FMCG, Beauty and Health industries.



I have managed and trained teams of creative, account professionals and developers for award winning, ROI driven projects for industry leader brands, agencies and start-ups.



I have consulted and recruited third parties, managed stakeholders and C-Level relationships, driven new business and pitch for new projects.



What makes me special?
Loyal + versatile + curious

WORK HISTORY

08/2021-12/2023 ADIDAS, London, UK

Global Digital Campaign and Activation, Manager

- Manage global digital-first campaigns & projects across all digital touchpoints.
- Manage internal and external stakeholders across markets and drive all necessary comms.
- Setting KPI's, monitoring performance, leading agencies and third parties.
- Co-manage decommissioning of data tech system (PDPs) which operates for all markets sales.
- Performance analysis of existing and newly onboarded tech systems for support.
- Lead & guide cross-functional team(s) including, publishing, transcreation, social, creative/digital and QA.
- Manage and lead digital asset delivery and trouble shooting if necessary.
- Oversight traffic and support teams for performance enhance.

04/2021-08/2021 UNILEVER, London, UK

Digital Transformation, Content Marketing, Strategy, Social Media Lead - Tea Division

- Lead corporate website build, including CMS and cross-functions.
- Support tech team in architecture, project plan and execution of new B2B website/CMS.
- Lead social media, manage channel creation from scratch and optimization.
- Lead content r&d for the new Corporate website for the new Tea company.
- Define the content strategy, CMS and workstream to meet needs, brief and manage teams.
- Responsible for the set-up of a completely new, befitting, future-fit corporate site, social media landscape.
- Grow the Corporate social media channels from scratch, define: paid, owned/earned media strategy/tools.



12/2020-04/2021 OLIVER, London, UK

Project Lead

- Lead, drive integrated projects including SEO, social, paid, CRM and packaging for FMCG products.
- Creating teams, managing resources locally and globally.
- Marcom/POS, launching campaigns, new products in all market WW, new biz and team build for Bayer.
- Clientele: Danone Global, Bayer CEE.

02/2021-03/2021 WUNDERMAN THOMPSON, London, UK

Sr. Integrated Project Manager

- New product launch, B2B, UX and CX heavy website build, PR and publications for EMEA market.
- Client: Microsoft.

08/2018-05/2020 APPLE INC, London, UK

Sr. Integrated Project Manager/Producer (via Hogarth WW)

- Lead, manage projects for new products launch in MENA, EMEA, SEA, US, JP and ROW markets.
- Manage editing, production teams for video and digital assets creation for TV and digital for Beats by Dre.
- Lead creative teams for concept, new campaign creation for retail in all markets WW.
- Localization, copy and trans-creation work for Marcom/Channel, product launches in all market WW.

10/2017-01/2018 HOGARTH WW, Istanbul, TR

Sr. Integrated Project Manager

- Digital and social paid asset management & creation for global projects.
- Clientele: Dyson UK, Nestlé.

12/2016-08/2018 APPLE INC, Dubai, UAE

Sr. Integrated Project Manager (via Hogarth WW)

- Lead, drive projects including CRM, creative advertising and digital for new products launch.
- Localization, copy and trans-creation work for Marcom/Channel, new products launch in MENA market.

06/2016- FREELANCER, London, UK

Sr. Producer, Sr. Project Manager, Content Strategist

- Creating strategy and content for startups, also working as an independent contractor for agencies.
- Lead, drive projects including CRM, creative advertising and packaging for beauty and FMCG products. .
- Project/product management for Apple, Marcom/Channel for ME primarily for UAE, SA and other markets.
 - Apple – EMEA/SEA/ROW – Marcom: CHANNEL – new products launch March 2020
 - BEATS by Dre – EMEA/SEA – Retail – new season, products launch in all media channels & TV
 - Apple – EMEA/AMR/SEA – Retail – new project launch in all digital platforms
 - Apple – EMEA/SEA – Marcom: CHANNEL – new products launch Oct 2018, Mar 2019
 - Apple – EU – Marcom: CHANNEL – new products launch Aug, Sep 2018
 - Apple – MENA – Marcom: CHANNEL – new products launch Sept, Mar, June 2017
 - Dyson UK – digital campaign asset production via Hogarth WW
 - Nestle UK – CRM and digital campaign asset production via Hogarth WW
 - FOX TV – digital content and marketing strategist via I Mean It – Los Angeles & Istanbul
 - Burger King group – digital content, marketing strategist via I Mean It – Los Angeles & Istanbul
 - Unilever – content, sales and marketing strategist via Kimola – tech startup of 500 startups
 - BAT – content and marketing strategist via Kimola – tech startup of 500 startups
 - IEG Turkey – marketing production and content management, sales via Ticketmaster.

08/2014-10/2016 IEG PRODUCTIONS TURKEY, Istanbul, TR

Digital Marketing Director, Digital Transformation and Sales



03/2013-07/2014 ADMINGLE, Istanbul, TR

Digital Media Director, New Biz, Partnership and Sales

- Clientele: Microsoft, Bein Connect (formerly Digiturk), Garnier, Lassa.
- Projects: Microsoft IE10 launch, Digiturk re-launch.

03/2012-02/2013 HAVAS ENGAGE (formerly known as EURO RSCG 4D), Istanbul, TR

Sr. Account Director

- Clientele: Volvo Cars, Disney Channel, UNO, Ido, Securitas, Mezzaluna.
- Projects: Volvo 1.6 diesel launch #best trio, UNO Premium re-launch, Brave Movie launch.

05/2011-03/2012 GREY GLOBAL, Istanbul, TR

Sr. Digital Marketing / Project Manager

- Clientele: NIKE, HSBC, IKEA, Chevrolet, Nycomed, Flormar, Ülker/United Biscuits.
- Projects: Nike/football GS project, Nike/running 'we run Istanbul', BM Ülker, Topkapi Raki.

05/2010-05/2011 ARTECHIN PRODUCTION, Istanbul, TR

Project/Account Director, New Biz

- Clientele: Mercedes-Benz Daimler, Zurich, Pozitif Istanbul, Mars Athletic, Lucca Bebek.
- Projects: Mercedes Assist, Radyo Babylon, Babylon Istanbul, Night Rider, MacTeam.

01/2010-05/2010 PUBLICIS GROUP, Istanbul, TR

Key Account Manager

- Briefed, assembled, managed and created ATL & BTL broadcast, print and dotcom projects.
- Client: Renault.

07/2007-05/2009 RPA (Rubin Postaer & Associates), Santa Monica, CA

Project/Account Coordinator

- Clientele: American Honda Corporate (Honda and Acura).
- Projects: Acura TSX & RL launches, Honda Element & Pilot & Fit re-launches.

11/2004-04/2007 TURKISH CONSULATE GENERAL, Los Angeles, CA

Executive Assistant to CG

QUALIFICATIONS

2006-2008 CALIFORNIA STATE UNIVERSITY (CSULA), Los Angeles, CA

Master of Arts in Communication Studies

Magna Cum Laude

2003-2004 UNIVERSITY OF CALIFORNIA (UCLA), Los Angeles, CA

Professional Designation in Advertising

1998-2002 ISTANBUL UNIVERSITY, Istanbul, TR

BA in French Language and Literature

1990-1998 LYCÉE SAINT BENOÎT'98, Istanbul, TR

French High School



TESTIMONIALS

**Tim Chi**

Sr. Social Producer at Apple
February 15, 2009, Nur worked with Tim in the same group

I've worked with Nur over the course of the past year and her attention to detail was second to none. Her work ethic consistently shined through in all challenges/initiatives that were presented to her. As her familiarity grew with the department's protocols, she continued to take initiative in owning several of her own projects. For example, she led the charge for all of our Audience Response System training materials; coordinating the design, production, and distribution of all of our training packets. Carrying out the task in a prompt and efficient manner. I would highly recommend Nur to any company. [See less](#)

**Steve Stein**

Copy Chief at RPA
February 13, 2009, Nur worked with Steve in the same group

In her position with our team, Nur was called upon to perform a variety of functions that demanded skill, knowledge and resourcefulness. Because Nur responded with solutions that were creatively rich and well-crafted, the results of her efforts were invariably successful. Nur brings boundless enthusiasm, keen intelligence and strong commitment to her work. And Nur's wonderful demeanor and unfailingly bright attitude make her a pure pleasure to work with. [See less](#)

AWARDS

- Yahoo Search Award – Honda Element
- Marcom Awards – American Honda Corporate: B2B computer based service training
- MFA Awards – Nike RUN: best integrated media campaign
- Cannes Lions Shortlisted – Amnesty International: Human Piano
- Felis Awards – Volvo Cars: best digital integrated product launch campaign
- Red Herring – AdMingle: best 100 start-ups
- Turkey West Jr. National Championship 4th place – alpine/slalom skiing.

HOBBIES & INTERESTS

Fluent in English, French and Turkish (mother language), comprehensive Spanish ♥ Yoga Alliance certified yoga instructor ♥ Two times national youth team selected licensed Slalom Skier ♥ Tennis lover ♥ Pet friendly living enhancer, furniture company co-owner ♥ Movie lover and short movie script writer ♥ Book worm, story teller and writer ♥ Guitar and piano player, sirtaki, folk and salsa dancer ♥ AI and digital comms fan, concept and develop strategy/app per interest.