

NAIM CETINTURK

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Professional Work Experience

Arabam.com – Chief Marketing Officer (01.2020 – Present)

- arabam.com is an iLab Holding company that provides Car Listing and second-hand sales solutions for more than 20 years.

ebebek – Marketing Manager (10.2017 – 01.2020)

- e-bebek is the Leader e-commerce retailer of Turkey in the mother-baby care products industry.

XTB – Head of Marketing (02.2012 – 10.2017)

- XTB is the biggest financial broker company of Eastern Europe.
- Established Turkey office from scratch and supported different markets (England, France, Romania, Hungary) in same/different regions.

TBWA - Sr. Manager (09.2010 – 02.2012)

Clients:

FMCG: ETİ, Unilever Food Solutions, Vivident-Perfetti, 3M **Telecommunication:** TTNET

Automotive: Scania, Doğu Otomotiv **Banking and Construction:** Dumankaya, BNP Paribas

FCB Foot Cone Belding – Sr. Manager (08.2009 – 08.2010)

Clients:

FMCG - Retail: Dimes, Eker, Nutella, Kinder, Electroworld (Bimeks) **Telecommunication:** Bakcell – Azerbaijan **Automotive:** KIA, Çelik Motor, Tırsan **Banking and Construction:** Ziraat Bankası, Ağaoğlu, Yataş, ECA

PURE NEW MEDIA – Jr. Manager (04.2006 – 07.2009)

Clients:

FMCG: UNO Bread, Anadolu Group (Efes Pilsen, Miller, Mariachi, Becks, Fosters) **Retail:** Philips (DAP Household, Lighting, TV and Mobile categories) **Automotive:** Bridgestone, Lassa, JCB **Banking and Construction:** Anadolubank, Varyap

Academic Experience & Education

Istinye University – Assistant Professor (01.2020 – Present)

Member of the Faculty of Economics, Administrative and Social Sciences with courses:

- Marketing Strategy
- E-Commerce

Istanbul University – Visiting Lecturer (09.2014 – Present)

Lecturer in AUZEF distance learning faculty under "Retailing and Store Management" program.

Courses provided:

- Brand Management
- Store Atmosphere
- Marketing Management

Interest Areas:

- + **Marketing** / Marketing Management, Principles of Marketing, Marketing Research, Marketing Communication, Brand Management, Consumer Behavior, Global Marketing, Marketing Strategies
- + **Digital Marketing** / Basics of Digital Marketing, e-Commerce, Social Media Management, SEO, SEM
- + **Communication** / Business Comm., Corporate Comm, Advertising, Copywriting, Public Relations
- + **Business & Retail** / Leadership and Management Skills, Retailing, Store Atmosphere, Sales Management

MBA – University of Illinois Urbana Champaign – GIES College of Business

Master of Business Administration (MBA)

Digital Marketing and Innovation & Entrepreneurship specializations.

PhD - Marmara University – Faculty of Communication

Doctor of Philosophy (PhD) – Communication and Advertising

Thesis: **A research in finance sector regarding Google Adwords remarketing model**

A marketing research about the efficiency of Google Adwords remarketing model by using T-Test, Mann Whitney-U and Factor analysis to evaluate the difference between normal & remarketing targeting.

MA - Istanbul University – Social Sciences Institute

Master of Arts (MA) – Marketing

Thesis: **Comparison between traditional print advertisement and advertorial**

Field research to identify the effectivity of the advertorial medium compared to traditional print advertisements.

BBA - Istanbul University – Business Management (English Program)

Bachelor of Business Administration – Marketing

Edirne Fen Lisesi - High School

Published Books & Sections

Basics of Digital Marketing and Remarketing Concept, (Seçkin Yayıncılık) – 2019

Sponsored Ads in Instagram as a Marketplace and the Concept of Social Affiliation – book: Differing Outlook of Contemporary Advertising: A Panorama of Turkey (Peter Lang) - 2019

Selling Store Scent as a Product: Understanding the Impact on Consumer Perception – book: New Horizons in Communication Age, (Iksad Publishing) – 2019

Store Atmosphere, (Istanbul University Publications) – 2014

Brand Management (Istanbul University Publications) – 2014

Journals, Conference Publications and Press Interviews

Cetinturk, N., (2020). **The Concept And Strategy Of "Overmarketing" In The Digital Communication Era**. International Social Sciences Studies Journal, 6(61).

Okumus, A. and Cetinturk N., (2011). **Examining traditional display advertisement and advertorial according to advertisement and advertised product perception based on factor analysis**, Istanbul University Journal of the Business School, 40(2).

Cetinturk, N., **Evaluating the Digital Marketing Metrics: The Relationship of Average Session Duration to Sales Performance**. 6th Yildiz Interational Social Sciences Congress. December 13-14, 2019

Cetinturk, N., and Poyraz, E., **Defining search engine advertising metrics according to AIDA advertising model**. International Conference on New Trends in Communication. May 4-5, 2017, İstanbul.

Digitalisation of Brands – Marketing Türkiye, December 2018

S-Commerce (social e-commerce) – Ekonomist Magazine, November 2018

Strategy for Companies to Overcome This Difficult Year – Capital Magazine, October 2018

E-Commerce is a Good Way of Saving for Consumers – Digital Age Magazine, October 2018

Dynamics of Retailing in Crisis Periods – Mall & Motto Magazine, September 2018

Conceiving Turkey's Digital Economy: National Search Engine – Ekovitrin Magazine, January 2017

Business Leadership in Finance Sector – Forbes Magazine, November 2016

High Quality Score With Semantic Analysis – Marketing Türkiye, November 2016

How Pokemon GO Can Create Benefit For Your Business – Digital Age Magazine, May 2016

Uncertainty on Global Economy - Ekovitrin Magazine, January 2016

Supporting "Financial Literacy" in Turkey – Kobilife Magazine, November 2015

Event and Summit Attendance as a Keynote Speaker

E-Commerce Summit – Keynote Speaker – December 2019

Organized by BTSO (Bursa Ticaret ve Sanayi Odası – Bursa Chamber of Commerce)

5th Digital HR Summit – Keynote Speaker – February 2019

Organized by Bosphorus Conferences

Language Skills

- English – Fluent
- German – Basic

Certificates

- Google Adwords Full Certification (**Display, Search, Video, Mobile and Shopping**) (2016-Present)
- Google Partner Badge
- Google – **Analytics**, Certification (2016-Present)
- IBM– E-Commerce (2004)

Awards

- Felis Awards (2018) – Baby Me Product Innovation
- ICR Awards (2018) – Social Responsibility Project of 2018 – Bebekoloji Events
- International Effie Awards (2011) – Tramer Marketing Campaign
- Direct Marketing Awards (2010) – Miller Music Factory
- Outdoor Awards (2010) – Efes Pilsen One Love Fest
- Direct Marketing Awards (2009) – Philips Global Warming Campaign
- Kırmızı Awards (2008) – FMCG / Mambocine Coffee

Global Educations

- **Hubspot** – Inbound Marketing– London (2016)
- **Adobe Omniture** Training – London (2016)
- **SalesForce** Training – London (2015)
- **GetResponse** Mail Marketing Training – Warsaw (2013)
- Google Adwords and Analytics Training – Dublin (2013)
- **Sitecore CMS** System – Warsaw (2012)