



Kaan ÖZKAN

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Address: Beim Andreasbrunnen 6 Hamburg, DE

Date of Birth : 12.08.1989
Birth Place : Istanbul
Nationality : Turkish Republic
Marital Status : Bachelor

Educational Background:

2018 - 2019 **Miami Ad School Europe (Hamburg)**
Art Direction Portfolio Program (50% Scholarship)

2012 - 2014 **Kadir Has University (İstanbul)**
New Media MA Program

2007 - 2011 **Kadir Has University (İstanbul) (GPA: 3.65/4.00)**
Department of Advertising Undergraduate Program

2009 - 2010 **Hochschule RheinMain University of Applied Sciences (Wiesbaden/Germany)**
Communication Design Erasmus Exchange Program (6 months)

2006 - 2007 **Kadir Has University (İstanbul)**
English Prep School

Languages:

Turkish
(Native)

English
(Advanced - C1)

Polish
(Elementary - A2)

German
(Elementary - A2)

Experiences:

2019 July - 2019 September Scholz & Friends "Creative Trainee"
I was working on concepting and advertising campaigns for VHV, AXA, Danone Actimel, and Danone Activia as a Creative Trainee.

2019 April - 2019 June Facebook Germany GmbH "Creative Trainee for Creative Shop"
I was responsible for BMW and Red Bull for all Facebook platforms like Facebook, Messenger, WhatsApp, Instagram and Oculus. I created strategic digital campaigns for BMW M8 and Red Bull "Can You Make It" event on those platforms.

2019 January - 2019 March Geometry Global Advertising Agency "Creative Trainee"
Miami Ad School Training Program in Hamburg. I was in design department and worked for British American Tobacco with Pete Serjeant (Managing Director Branding&Design).

2015 September - 2017 December Lokanta Catering sp Z o o "Advertising & Marketing Manager"

After FMCG experience, I decided to get experience in Gastronomy. I was responsible for Mediterranean restaurant which name is La Cantina Meyhane in Poland. Online and offline Marketing were my duties. Hence, I innovated and suggested new products to bring more variation for the business.

2014 January – 2014 August NIVEA Beiersdorf Turkey "Junior Brand Manager for NIVEA MEN"

Responsible for Shaving, After Shave and Men Face Care categories for NIVEA MEN + responsible for digital marketing strategies for all sub-brands of Beiersdorf Turkey.

2012 April – 2013 December NIVEA Beiersdorf Turkey "Creative & Social Media Supervisor"

- Creating, managing and updating social media accounts for NIVEA, NIVEA MEN, 8x4 and NIVEA Baby
- Creating engaging contents and visuals on social networks, including Facebook, Twitter, Instagram, YouTube and Pinterest
- Thought ideas and created content calendar for each brand
- Identifying market trends and share on social media
- Creating, developing, analyzing, and monitoring our campaigns collaborating with Digital Marketing Team
- Creating email newsletters and banners for each brand

2011 February – 2012 April Samsung Mob!lers "Brand Ambassador for Samsung"

There was a competition which name is Samsung Mob!lers with 5 groups and I was a Creative Team Leader in our group. We did two Viral ads and went to Dubai for Galaxy Note Launch:

- [Darth Vader İstanbul'da](#)
- [Seyyar Satıcı Tablet PC Satarsa](#)

2009 – 2010 McCann Erickson/Frankfurt

Opel Ampera "Branding" Group Creative Director (*Erasmus Student Project*)

When I was in Germany, I had a class which name is "Project Advertising". There were 6 groups in short-list and made a presentation to McCann Erickson Advertising Agency. We created an advertising campaign about "Opel Ampera with Hybrit Technology".

2009 – 2010 BBDO/Düsseldorf

Snickers "Branding" Group Creative Director (*Erasmus Student Project*)

When I was in Germany, I had a class which name is "Project Advertising". There were 10 groups in short-list and made a presentation to BBDO Advertising Agency and Snickers Marketing Team. We created two advertising campaign ideas.

Internships:

2011 GREY/İstanbul

Copywriter (5 Months)

HSBC, Darüşşafaka, Turkish Airlines, MonAmi, Outlet Center

2009 NTV SPOR/İstanbul

Football Editor (5 Months)

Achievements:

2010 - 2012

Samsung Mobilers

Brand Ambassador

Runnerup for Viral ads about Samsung Galaxy Tab.

2011

Bahçeşehir University

Advertisement Summer Camp (2 Weeks)

Won this Camp's Competition with Kombinem.com It was start-up project and live on bilet.galatasaray.org (did not take royalty)

2010

Advertising Foundation

Advertisement Summer School (3 Weeks)

2010

Dialog

Sports Anouncing (3 Months)

2009

Kadir Has University

Sports Communication Law (3 Months)

Skills : Art Direction, Copywriting, Social Media Tools, Usability Testing, User Experience, Adobe Photoshop, Adobe Illustrator, Sketch, Adobe XD, Photography, Instagram, Marketing, Digital Marketing, Sports Marketing, SAP, Brand Management, Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Keynote, Journalism.

References Thomas Dempewolf (Scholz&Friends), Daniel Aykurt (Facebook), Christina Keller (Facebook), Wolfgang Haak (Beiersdorf AG), Olivier Sedille (Beiersdorf AG), Pete Serjeant (Geometry Global Hamburg), Sevil Taban (NIVEA Beiersdorf Turkey), Aslı Biçer (Eczacıbaşı İpek Kağıt), Yücel Kurt (Beiersdorf), İlhami Duman (Grey Istanbul), Can Pehlivanlı (Grey Istanbul), David Kalvo (Ogilvy&Mather), İzzeddin Çalışlar (AdMan), Serhat Gürcü (Youth Republic) Levent Soysal (Kadir Has University), Lemi Baruh (Koç University)

Portfolio

: <https://kaanozkan.me>

Linkedin

: <https://www.linkedin.com/in/kaanozkan/>