



ELİF CEREN KAYA

Marketing Specialist

Strong communication skills and good interpersonal relations.
Resilient, team player and passionate.

Ankara, Turkey

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EDUCATION

Neuromarketing Master's Degree | Üsküdar University

10/2021 – CONTINUING Istanbul/ Turkey
With Thesis

Brand Communication | Anadolu University

10/2021 – CONTINUING Turkey
Associate degree in the Faculty of Open Education

BS in Psychology | Bilkent University 3.21/4.00

09/2015 – 06/2020 Ankara/ Turkey
Senior Thesis: Communicative Actions on Human's Attention

Erasmus+ Student | Adam Mickiewicz University

02/2019 – 06/2019 Poznań, Poland

SKILLS

Excel	HR	Business Facebook	JASP
Word	Marketing	Communication	SPSS
PowerPoint	Social Media	Translation	PowerBI
Sprout Social	Advertising	HubSpot	MATLAB

CERTIFICATES/PROJECTS

- **Contributing Author:** "Let's Write About Science!" (2020)
Publisher: Peter Lang in Berlin
- **Social Media Management** - by Facebook in Coursera
- **Introduction to Social Media Marketing** - by Facebook in Coursera
- **The Science of Well-Being** - by Yale University in Coursera
- **Getting Started with Power BI Desktop** - by Coursera Project Network in Coursera
- **Mindfulness in Integrative Healthcare** - by University of Minnesota in Coursera
- **ERASMUS+: POWER** - Empowerment of Youth on Renewable Energies for Sustainable Society
- **Turkish Sign Language** Certificate from İstanbul Management Institute
- **Driving License**

EXTRACURRICULAR/ VOLUNTEER ACTIVITIES

- **@BonVeggieTite** Instagram Page for Vegetarians (2020-)
- **Organization Team Member:** Bilkent International House
- **Volunteer Student:** Bilkent University International Student Registration Day
- **Volunteer:** TDP Bilkent Social Awareness Projects: Duy-Gel
- **Board Member:** Bilkentli Kartallar

LANGUAGES

- **Turkish:** Native
- **English:** Full Professional Proficiency
- **German:** Elementary
- **Turkish Sign Language:** Professional Working Proficiency

INTERESTS

Consumer Behaviour | Neuromarketing | Travelling | Theatre | Vegetarian
Cooking | Yoga | Nature Trekking | Digital Photography

EXPERIENCE

Marketing Research Specialist | Crs Soft

- 08/2022 – PRESENT Istanbul, Turkey
- Conducting market research studies to identify the size and growth potential of the international e-invoicing market, as well as key trends.
 - Analyzing customer data to identify patterns and trends in customer behavior, preferences, and pain points.
 - Developing research plans and strategies.
 - Monitoring industry trends and changes in customer behavior.
 - Attending international webinars and conferences to network and understand recent changes on regulations.

Marketing Specialist | Neurocess Limited

- 07/2021 – 08/2022 Ankara, Turkey
- Customer acquisition strategy development and planning
 - Investor relation and communication including organizing pitch deck and other presentations.
 - CRM through HubSpot, social and digital media management including website, LinkedIn and company's e-mails.
 - Briefing design and software teams about customers' requests

Social Media Specialist | RealWorks

- 02/2021 – 07/2021 Istanbul, Turkey
- Managing customers, providing briefs and feedback to design and creative teams
 - Content writing, copywriting all external and internal communication of customers including mails, captions, visuals both in English and Turkish.
 - Preparing communication strategy and managing social media accounts of customers some of which are among top FMCG, logistics companies, schools and non-profit organizations.
 - Research, analysis, documentation about trends, competitors, current industry overview

Social Media Intern | RealWorks

11/2020 – 02/2021 Istanbul, Turkey

Undergraduate Research Assistant | Cognitive Computational Neuroscience Lab (Ürgen Lab) - UMRAM

- 10/2019 – 06/2020 Ankara, Turkey
- Behavioural experiments, computational modelling

Counselling Intern | Çankaya Belediyesi Kadın Danışma Merkezi

- 07/2019 – 08/2019 Ankara, Turkey
- Observation of counselling sessions; support, help women who face violence; supporting daily operations

Undergraduate Research Assistant | Adam Mickiewicz University-Action Cognition Lab

- 04/2019 – 07/2019 Poznan, Poland
- Transcranial Magnetic Stimulation (TMS) training, fMRI statistics and data analysis

Psychological Counselling Intern | FEM Süd:

- Gesundheitszentrum für Frauen, Eltern, Mädchen
06/2018 – 07/2018 Vienna, Austria
- A psychological counselling center for women, parents and girls.
 - Observation of counselling sessions, preparation of reports and files, supported organization of psychology workshops.