

# GÖZDE KUL

Maslak / Istanbul [gozdekul@gozdekul.com](mailto:gozdekul@gozdekul.com)

## EDUCATION

- [ 2013- Current] İstanbul Bilgi University *Marketing Communication /Master*
- [ 2002-2006] İstanbul University Communication Faculty
- [ 1998-2002] Kartal Anatolian High School *Social Science*

## EXPERIENCE

Blogger at Harvard Business Review Turkey March 2015– Current

Writing about health marketing each month

Product Supervisor at ACIBADEM Healthcare Group May 2014– Current

- Working about Obstetric, Pediatric, Women Health, Adult and Pediatric Vaccine, HPV, Infertility Hemorrhoid and Anorectal Diseases
- Developing project for Patient Loyalty
- Developing new business opportunities
- Working with department of Information Systems, Information Technology, CRM, Digital Marketing, Corporate Marketing, Contracted Insurance Providers, Pricing, Corporate Communication
- Ensure coordination between hospitals and head office
- Planning marketing strategy
- Reporting campaign, sales report

Corporate Supervisor and Marketing Supervisor at ACIBADEM Healthcare Group  
May 2012- May 2014

- Designing the launch plan of a newly established Fulya Hospital
- Designing marketing plan, defining execution strategies and executing marketing activities with local schools, corporations, NGO's, associations, sports clubs, opinion leaders and media
- Producing press releases
- Planning marketing strategy

Communication Executive at PRfit Nov 2011 – Apr 2012

- Managed to media relations of clients that were STFA, Akkariyer, Calzedonia&Intimissimi, PakMaya, Kırmızı Ödülleri, Endemol Turkey
- Organized and executed communication plans
- Organized and feeded the strategic marketing planning process
- Presented clients and products
- Wrote press release and organized to publish at the media, organized special interview
- Managed and organized periodic organizations depends on the time, product and clients
- Planned media planning
- Connected between clients and third part

Media Executive at Excel Communication Consultancy Nov 2009 – Nov 2011

- Provided weekly and monthly report Provided weekly and monthly report Managed to media relations of clients under my responsibility that were Boyner, Bayer (Bepanthen, Bepanthol, Supradyn, Elevit), GSK (Sensodyne, Breathe Right, Corega,Parodontax, Biotene,Alli), Anadolu Medical Center, Ministry of Health, Kanserle Savaş Dairesi, Wella(SP, Sebastian, High Hair, Life Tex), Yasar Holding, Türk Obezite Vakfi, Danone
- Organized and executed communication plans, planned media planning
- Organized and feeded the strategic marketing planning process
- Presented clients and products

- Wrote press release and organized to publish at the media, organized special interview
- Managed and organized periodic organizations depends on the time, product and clients  
Connected between clients and third part

Press Relations Specialist at PRide Communication

Jun 2008 – Jun 2009

- Managed to media relations of clients under my responsibility that were Alpro Soya, Volvo Trucks, Dharma Pharma and 360 Istanbul
- Organized and executed communication plans, planned media planning
- Organized and feeded the strategic marketing planning process
- Wrote press release and organized to publish at the media, organized special interview
- Managed and organized periodic organizations depends on the time, product and clients

Press Relations Specialist at Gulay Sele Organization&PR

Jan 2008 – Jun 2008

- Managed to media relations of clients under my responsibility that were Stefanel, Braccialini, Celal Birsen Umbrellas and Fonex
- Organized and executed communication plans, Planned media planning
- Wrote press release and organized to publish at the media, organized special interview

Sponsor Relations Specialist at Number One Media Group

Jan 2007 – Jan 2008

- Managed relationship between sponsor of Number 1 Media Group and Number 1 Media Group (Number 1 TV, Number 1 FM, Radio Klas and Fashion TV)
- Prepared the programs were sponsored by the sponsorship agreement in accordance with the requirements
- Organized the organization had sponsored by Number 1 Media Group

Media Planing at Global Yönetim Danışmanlık

Jan 2006 – Jun 2007

- Planned media planning for Escort Computer and Toshiba
- Organized advertising which newspaper or tv published
- Managed to barter between Escort Computer or Toshiba and Media

Writer at CNN TURK

Aug 2004 – Aug 2005

- Wrote and assembled to Sport News
- Produced weekly two programs that were Pivot and Smac

## **SERTIFICATE PROGRAMME**

**2008** Galatasaray University Marketing Age, İstanbul

**2009** Cavendish College, Marketing, London

**2009** Oxford House College, English, London

## **ORGANIZATIONS / LAUNCH**

2007 Cebit Bilisim Euroasia

2008 Pekin Olimpiyatları Türkiye Basın Toplantısı

2008 Volvo Kamyon Basın Toplantısı

2009 International Brand Conference

2010- Ministry of Health, Cancer Campaign that "Kanseri Yeneceğiz" press meeting

2010- Asia-Pacific Cancer Leaders Congress (APOCP)

2011- Turkish Obesity Foundation- Launch of Kilo Kontrol Hareketi [www.kilokontrolhareketi.com](http://www.kilokontrolhareketi.com) web sites launched

## **PRIZE**

15. Aydın Doğan Young Communicators Competition- Secondariness TV News