

MERT KESKİNCAN

KADIKOY - ISTANBUL

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Mimar Sinan Fine Art University (1995-2001)

English: B2



ABOUT ME

I started my professional career as an intern at one of the leading agencies, and then worked as an art director and creative director in many advertising and design agencies.

In the companies I worked for, I managed teams that carried out industrial design, showcase design, graphic design communication, product concept photography, and point of sale analysis, while also providing services by carrying out one on one designs.

At the company where I last worked, I took an active role in KPI, OKR and budget planning processes by working one on one with the General Manager, transferring the outputs to the team and making the necessary guidance.

Nowadays, I think that businesses that directly touch people are much more effective in the marketing of brands. Among my goals are to undertake many more projects in this direction as a team and to produce personal projects and implement them. I think my strongest aspects in my professional life are my practical and dynamic business approach, creativity and high energy.

BUSINESS EXPERIENCE

Karaca Company · Creative Services Sr. Manager (2021 June - 2023 December)

Team management · Project management · Retail operations management · Shopper Marketing · Graphic and industrial design · Creative campaign design.

Fups App fintech (startup) · Creative Director (2019 July - 2021 May)

UI design · Creative campaign design · Graphic design

Paristanbul Ad & Design Agency · Creative Director (2017 March - 2018 September)

Team management · Graphic and industrial design · Creative campaign design · Packaging design.

Akil Isleri Ad & Design Agency · Creative Director (2011 April - 2016 June)

Team management · Project management · Retail operations management · Shopper Marketing · Graphic and industrial design · Creative campaign design.

Sporsnet Ad Agency · Sr. Art Director (2010 - 2011)

Creative campaign design · Graphic design

Marka Sokak Ad Agency · Sr. Art Director (2008 - 2010)

Graphic design · Creative campaign design.

Kromozom Ad Agency · Art Director (2006 - 2008)

Graphic design · Creative campaign design.

Elan Altavia Ad Agency · Art Director (2005 - 2006)

Graphic design · Creative campaign design.

10. Koy Ad Agency · Art Director (2003 - 2005)

Graphic design · Creative campaign design.

Guzel Sanatlar Saatchi & Saatchi · Jr. Art Director (2002 - 2003)

Graphic design · Creative campaign design.

SECTORS SERVED

Beverage & Food · Telecommunication & Technology · Chain Market · Cosmetic · Small Home Appliances · Textile · Shopping Mall · TV · Sport · Medication · Construction · Automotive · Hotel

AREAS OF EXPERTISE

Project management · Team management · Retail operations management · Shopper Marketing · Brand positioning · Brand strategy · Brand consultancy · Creative campaign · Graphic and communication design.