Curriculum vitae

E: esmacerinan@gmail.com, M: +382 67 676 677

1. **Family name : CERINAN OTOVIC**
2. **First names : Esma Nur**
3. **Date of birth :** Feb 9, 1990
4. **Nationality :** Turkish Republic / Montenegro
5. **Civil status :** Married
6. **Education:**

|  |  |
| --- | --- |
| **Institution****[Date from - Date to]** | **Degree(s) or Diploma(s) obtained:** |
| 2013 - 2015 | Master Degree MSc. Communication Studies: New Media and Society in Europe (Vrije Universiteit Brussel)- Faculty of Economics and Social Sciences |
| 2011-2012 | Bachelor- 3rd year (Erasmus+) International Communication and Media (University of Applied Sciences Utrecht) |
| 2009-2013 | Bachelor Degree Advertising (Ege University)- Faculty of Communication Science |
| 2004-2008 | İzmir Karatas Anatolian High School (İzmir Karatas Anadolu Lisesi) – Foreign Language Intensive Highschool- English |

1. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Reading** | **Speaking** | **Writing** |
| Turkish (mother language) | 1 | 1 | 1 |
| English | 1 | 1 | 1 |
| Serbian-Montenegrin-Croatian-Bosnian | 1 | 1 | 2 |

1. **Membership** **of professional bodies:**
* N/A
1. **Other skills:**
* Social Media/ Digital Marketing Management
* Traditional Marketing and Communications Management
* Project/Program Management
* Design Coordination and Management
* Public Relations & Brand Development
* Market Research and Analysis
* Administration & Team Management
* Customer and Stakeholder Management
* **Structural Design Optimization**
* Microsoft Word, Excel, Power Point, Word, Photoshop CC, Sprout Social, Hootsuite, Google Ad and Adwords, Blogspot and Wordpress etc
1. **Present position:**
* **Uni Experts DOO Montenegro- Founder & Managing Director -2023 February - now**

Uni Experts Montenegro specialize in language and legal expertise, simplifying communication and ensuring compliance: dealing with HR and Legal matters, providing translation services, giving consultation on Real Estate opportunities in Montenegro. [www.uniexpertsmontenegro.com](http://www.uniexpertsmontenegro.com)

* Certificated Language Instructor &Translator (Turkish, English, Montenegrin) collaborating with the main court in Herceg Novi, Montenegro

Teaching Turkish as a Foreign Language Certificate – Istanbul University- Cerrahpasa

Continuing Education Application and Research Center

Certificate no: IUC-SEM-20231106-5126

TC Identity number:40714579478

* NGO Fit Woman Montenegro: Co-founder and President [www.fitwomanmontenegro.me](http://www.fitwomanmontenegro.me)
1. **Years within the firm:**
* In total, more than 10 years experience as a language instructor, business consultant and marketing & communication professional.
1. **Key qualifications:** (Relevant to the project)

***General Experience:***

* Professional Working experience; 10 years in language and communication field: marketing, media, and communications projects, including HR-Administration and business management in construction and finance sector, EU youth projects and NGO sector,
* Working with multinational teams, cross functional teams
* Experienced in The Netherlands, Belgium, Montenegro, Turkey
* Lecturing experience as a Turkish Language Instructor- Azmont Investments Portonovi
* Lecturing experience at Faculty of Management Herceg Novi (Univerzitet Adriatic Bar) as a Teaching Assistant for the Marketing Challenge Project 2022, supported by Ministry of Economic Development in Montenegro

\*Teaching Subject: Digital and Traditional Marketing Strategies in Art and Culture

* Publication: Manual how to use new media and social networking in youth work for advocacy purposes, 2014, Youth for Exchange and Understanding, Brussels

***Digital Communication and Media Management Experience:***

* 8 years experience in **digital communication and media management**
* **NGO Fit Woman Montenegro:** producing digital content daily, designing projects and managing teams. (2018- now)
* **Atelye Europe doo Portonovi, Montenegro (Construction and Interior Design) :** Developing and promoting branding initiatives, marketing plans: communicate and negotiate with promotional partners and digital marketing agency as needed for joint marketing activities, event management(2019-2022)
* **İntegral Yatırım Menkul Değerler A.**Ş: executing and analyzing social media data metrics and platforms, building, and executing social media and advertising strategy, creating, and optimizing company’s daily content in the area of PR and Marketing, focusing sales effort through digital media platforms, collaborating with the digital marketing agency and other PR bodies (2014-2017)
* **Youth For Exchange and Understanding International, INGO, Brussels (**managing digital- platforms and producing news content, supporting YEU News Mail, text writing, managing international campaigns and projects, participating international meetings and conferences across Europe in order to maintain European Projects (01.04.2014-01.09.2014)
* **Aktuel tv.NL** (Local TV channel based in Rotterdam) : Preparing news content, text writing and producing digital content, making interviews, presenting news ( 01.02.2012-01.08.2012)

***Project Management Experience:***

* Experienced at business plans, implementation of business plan actions
* Experienced at team management from different cultures
* Experienced at EU projects and NGO sector
* Experienced at digital media and PR & marketing communications and event management
* Experienced at customer and stakeholder management
* Experienced in administration and corporate communication management

***Specific Professional Experience:***

* Research and communication oriented (creating marketing content, swot analysis, strategic planning and PR management), managing digital media platforms & text writing, organizing & managing different kind of projects and events, managing corporate communication and administration process
* Full computer literacy and good command in Turkish, English and BCSM (Bosnian, Croatian, Serbian, Montenegrin)

 ***Other Qualifications:***

* Certified for Inbound Marketing
* Certificate for Corporate Communications- Business Management Institute
* Certificate for Campaign Planning
* Certificate for Financial Instruments and platforms
1. **Specific experience in the region:**

|  |  |
| --- | --- |
| **Country** | **Date from – Date to** |
| Montenegro | 2017-now |
| Turkey | Nov 2014-2017 |
| Belgium | 2013-2014 |
| The Netherlands | 2011-2012 |

1. **Professional** **experience**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date from – Date to** | **Location** | **Company & Reference person[[1]](#footnote-1) (name & contact details)** | **Position** | **Description** |
| 01.11.18- now | Herceg Novi Montenegro | **NGO Fit Woman Montenegro****Dragica Kosic +382 68 543669** **dnevnicentarigalo@t-com.me****Sule Kadan Turkel** sulekadanturkel@gmail.com | Co-founder& President | **As Co-founder & President*** Managed projects and events of NGO Fit Woman Montenegro ( organizing free of charge open fitness, yoga, Zumba, NLP sessions to encourage women for active, healthy and social life ; creating and implementing projects by collaborating with the day care center for children with disabilities in Herceg Novi, Montenegro; organizing conferences and meetings with the expert from different fields on wellness and wellbeing; building intercultural dialogue between women from different countries and cultures : created and managed #womantalksmontenegro sessions online and offline.
* Managed marketing and PR activities, social media platforms, website, and other promotional activities by creating daily content, annual planning, attending fairs, conferences; organizing meeting with the government bodies.
 |
| 01.06.19- 01.01.22 | Herceg NoviMontenegro |   **Portonovi****Atelye Europe doo****Construction & Interior****Design**Mehmet Ali Turkelmaliturkel@gmail.comDerya ŞahinDerya.sahin@alpyapi.com | Administrative Manager | **As Administrative Manager*** Supervised day to day operations of the administrative and communication department and staff members
* Managed and promoted company’s events, including meetings, conferences, interviews and orientations; attended meetings with stakeholders main contractors and investitors in order to reach the project goals.
* Developed and promoted branding initiatives marketing plans; communicating and negotiating with the promotional partners and digital marketing agency as needed for joint marketing activities; collaborating with all departments to identify internal and external customer needs.
* Managed setting budgets for the promotional activities, supervised the team; monitoring spending and processing payroll and other expenses managing purchasing process
* Evaluated and reported similar industry activities; making recommendations based on finding/ opportunities discovered.
* Supervised registration process of the company in Montenegro and all employees, managed communication daily with the state administration and the embassy in Montenegro; attended meetings in order to represent the company.
 |
| 11.12.14- 12.01.17 | Istanbul Turkey | **Integral Yatırım Menkul Degerler -Ulukartal Holding**cenkulukartal@ulukartalholding.com.tr | Social Media & Marketing Communications Expert | **As Digital Media & Marketing Communications Expert*** Supervised social media marketing team and managed digital media platforms and advertising campaigns: by executing and analyzing social media data metrics and platforms, building, and executing social media and advertising strategy, creating, and optimizing company’s daily content in the area of PR and Marketing, focusing sales effort through digital media platforms, collaborating with the digital marketing agency, sponsorships, and other PR bodies.

**Projects: İntegral Forex Kenan Sofuoglu Sponsorship-** Super sport World Championship (2015,2016) , **İntegral Forex Fenerbahçe Football Club Sponsorship (** (2015-2016), **İntegral Forex and Turkish Airlines, TAV Collaboration- Sponsorship VIP Lounge Airport** (2015-2016) **Uludag Economy Submit,2016 Sponsorship (2016)\*** Attended international fairs, economy summits and trade shows in order to attract potential customers and organized meetings with stakeholders for sales and branding. |
| 01.04.14 –30.08.14 | BrusselsBelgium | **Youth for Exchange and Understanding International, Brussels****Tamara Gojkovic****tamara.gojkovic@gmail.com** | İnternational Project Management Assistant | **As International Project Management Assistant*** Managed digital platforms and produced news content by supporting YEU News Mail; text writing, managing international campaigns and projects
* Coordinated and participated international meetings and conferences across Europe in order to maintain European Projects
* Coordinated international campaigns and projects by planning and researching on specific issues

**Projects:** **European Youth Event 2014, Strasbourg European Parliament** **\*** Participant, YEU Representative: New Issues in the Digital Economy: Innovation, Super- dominance and is Content Really King?\* Participant, YEU representative: Blogging, expanding the cyberspace for change?**Born in United States of Europe (BUSE), Leskovac Serbia 2014** \*Project Coordinator, Participant* Publication: Manual how to use new media and social networking in youth work for advocacy purposes, 2014, Youth for Exchange and Understanding, Brussels
 |
| 01.07.13 -15.09.13 | Istanbul Turkey | **Shell Oil Company****Kasım Tastepe****kasim.tastepe@shell.com** | Marketing Communications Intern | **As Marketing Communications Intern*** Analyzed customer disputes and process sales order
* Supported administration process of customer care services and technical product services.
* Supported customer access and service document requests (CRM)
* Managed customer feedback, issue, and new business calls.
* Supported marketing content and promotional activities.
 |
| 01.10.11 – 30.10.13 | Istanbul Turkey | **Grey World Wide Advertising Agency (4129 Grey)** **kayansel.kaya@grey.com.tr** | Strategic Planner- Intern | **As Strategic Planner Intern*** Strategic planning of advertising campaigns of Grey World-Wide Agency
* Market Research
* Brand Management
 |
| 01.02.12 - 01.08.12 | Rotterdam The Netherlands | **Aktuel Tv.NL** **Hunkar Ilık****hunkarilik@gmail.com** | News Presenter- Strategic Planner Intern | **As News Presenter/ Strategic Planning Assistant*** Preparing news content, text writing and producing digital content, making interviews, presenting news
* Benchmarking and researching
 |

1. **Other relevant information**

**Summits and Seminars and Other Information**

* **Teaching Assistant- Faculty of Management Herceg Novi (Univerzitet Adriatic Bar)**

Marketing Challenge Project 2022, supported by Ministry of Economic Development of Montenegro

Teaching Subject: Digital and Traditional Marketing Strategies in Art and Culture

* **Translator & Certificated Language Instructor**

As a translator collaborating with the main court in Herceg Novi (Turkish, English to the local language)

Copywriting, preparing translations for individuals and companies

Certificated Language Instructor &Translator (Turkish, English, Montenegrin) collaborating with the main court in Herceg Novi, Montenegro

Teaching Turkish as a Foreign Language Certificate – Istanbul University- Cerrahpasa

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TC Identity number:40714579478

Lecturing experience as a Turkish Language Instructor- Azmont Investments Portonovi

* **Seminar: Digital Marketing in Tourism 2023**

Participant, Palmon Bay Hotel, Herceg Novi- Montenegro

* **Festival of Spring -Primavera Festival 2022 Herceg Novi Tourisim Board**

Representative of NGO Fit Woman Montenegro, Herceg Novi, Montenegro

* **Uludag Economy Summit 2015-2016-2017**

Representative of Ulukartal Holding

* **Borsa İstanbul Openning Bell 2016**

Representative of Ulukartal Holding, organizator

* **Seminar: New Issiues in Digital Economy: Innovation, Super-dominance and Is Content Really King?**

Representative of YEU International, Brussels Belgium

* **European Youth Event 2014**

Representative of YEU International, Strasbourg, Belgium **Seminar: ’Blogging- Expanding the Cyberspace for Change’**

* **The Body Shop Magazine Campaign, Utrecht 2012**

Within a group created a magazine for The Body Shop Cosmetics Company (Benelux region, The Netherlands 2012)

* **Werkgroepen in Gemeente Amsterdam- Muncipality of Amsterdam 2011**

Participant, workshop and discussion on the social position of youth in Amsterdam

* **Global Poverty Project, The Netherlands 2011**

Within a group created cross media campaign to promote ‘Global Dinner’ for the Global Poverty Project

1. **References**

Mehmet Ali Turkel, maliturkel@gmail.com

Cenk Ulukartal, cenkulukartal@ulukartalholding.com.tr

Tamara Gojkovic, tamara.gojkovic@gmail.com

Dragica Kosic, dnevnicentarigalo@t-com.me

1. [↑](#footnote-ref-1)