

## **BURCU ARIKAN**

Ambarli Mh. Fevzicakmak Cd., Ceren Sk.  
No: 6, D:12, Avcilar, Istanbul. Tlf:0530 527 28 68  
burcua@gmail.com [www.burcu-arikan.com](http://www.burcu-arikan.com)

### **EDUCATION**

The University of Texas at Austin  
M.A. in Advertising  
(2006-2008)

Istanbul University  
B.S. in Psychology  
(2000-2004)

**BIRTH DATE:** 14/02/1982

### **CAREER GOAL**

Developing marketing and advertising strategies for the company by knowing the importance of interactive communication ways in the digital age.

### **WORK EXPERIENCE**

#### **LatinWorks Advertising Agency, Austin, Texas, Account Planning Intern Jan –May 2008**

Developed a new culturally relevant strategy for Hyundai Motor America's national Hispanic market, offered an appropriate research methodology to reach influential customers, designed a communication strategy to target Hispanic Pioneers for Hyundai's new "thinkaboutit" campaign.

#### **Ebay - Gittigidiyor A.S., Istanbul, Marketing-Sales Planning Intern June-July 2007**

Planned the sales of different types of banner ads based on CPM costs, prepared web based campaigns for Ebay Turkey.

#### **Saatchi & Saatchi Advertising Agency, Istanbul, Account Planning Intern Jan-May 2005**

Developed creative strategies, wrote ideas briefs and created direct marketing tools for Sutas; market leader of dairy product in Turkey, did competition analysis and market research for Olay Skin Care brand, formed web strategies, restructured content management strategy of a top rated TV Channel, developed social responsibility campaigns for resituating the public image of a TV channel.

#### **Rafineri Advertising Agency, Istanbul, Copywriting Intern Nov–Dec 2004**

Wrote direct mail letters, press ads, brochures, sales promotion materials, edited existing copies, prepared promotional and informational booklets, developed ideas from strategic briefs.

### **CONFERENCE PAPERS IN TURKEY**

- Woman In Turkish Media With Discourse Analysis Method (2004)
- The Effects of Social Categorization Processes On Communication Efficiency Parametricts (2004)
- Fight Club:Our Egos Fight (2004)
- Sexuality And Infidelity At Youths (2003)

## **CONFERENCES & TRAININGS**

- Austin's Business & Technology Innovation Conference
- Consumer Oriented Product Design Conference
- Online Journalism Conference
- National Psychology Congresses in Turkey
- 10 session psychodrama training

## **SKILLS**

MS Office Applications, Windows XP, Mac OS X, basic HTML, Dreamweaver, Microsoft Access, Adobe Illustrator (basic), Java (basic), SPSS, MRI, bilingual in Turkish and English, intermediate German.

## **INTERESTS**

Traveling (Europe and North America), playing percussion (frame drum), interest in visual arts, art history and independent movies.

## **ADDITIONAL EXPERIENCE**

### **Child Protection Society Istanbul, Turkey Psychologist Feb-July 2006**

Counselled girls aged between 13-22 who are under the protection of the government and worked with their psychiatrist.