

Akan ABDULA



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Summary

Marketing professional with around 10 years of work experience in advertising, marketing strategies, brand management and market research. Outside of work often quoted by the media, speaks at several conferences a year, is a university lecturer and writes for marketing periodicals and blogs.

Experience

Head of Strategy at Grey Istanbul & Member of Global Strategy Council at Grey Worldwide [November 2009 – Present]

I define and redefine advertising goals and objectives. Develop strategies and evaluate advertising results. I build sound, inventive strategies, which latter are transformed to unique, single-minded creative messages that cut through the clutter of competitive sales pitches. Grey Advertising with 121 offices in 116 cities in 94 countries ranks among largest global advertising companies. Holds long-standing reputation for launching and building many of the world's leading brands.

Member of at Turkey's Advertising Self-Regulatory Board [March 2010 – Present]

As a member of the board, I support proactive and continuous efforts for the provision of legal, ethic, correct and honest advertisements. The Advertising Self-Regulatory Board, which has been founded by the members of Advertisers Association, the Turkish Association of Advertising Agencies and media, has been requesting the correction of advertisements that they find to be in violation of the International Code of Advertising Practice.

Lecturer at Bahcesehir University [January 2011 – Present]

Teaching third year students on the forms of "unconventional" advertising. Focusing on creativity and impact communication. Leveraging on two issues that increasingly affect the consumer's decisions today: the emotion (that makes an experience unforgettable) and the relation that can transform the connection with the brand into something alive.

Education

Case Western Reserve University - Weatherhead School of Management

MBA in Marketing [2001 – 2003]

Received George Soros scholarship for future Central Europe business leader. WSOM traditionally has been ranked as one of the TOP management schools in the world.

Bilkent University – Faculty of Business and Administration

Minor in Marketing [1997 – 2001]

Received scholarship for academic excellence.

Skills

Speaking English, French, Turkish and most of the Balkanian languages. I am an HTML expert. I take pride in developing a multi million visitors site www.makturk.com. I hold certificates in "People Management" and "Counselor Sales Person" awarded by prestigious training institutions such as Wilson Learning Center and Excel Communications; both based in London.