

Zeynep CANTEZ
Creative Designer

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Creative visual production leader
with years of experience
in marketing, retail, fitness market
and tourism and hotel management
who is highly motivated, creative
and versatile. Seeking a company
that demands superior production
in order to better their
professional image and further their
business development goals

WORK EXPERIENCE

Afalia Group - Creative Designer

(December 2020 - September 2021)

Afalia Group is a U.S. managed company with technology operations in Jacksonville, Florida, Iasi Romania, Istanbul and Bodrum Turkey. Providing high quality code development and project management solutions using co-located and dedicated development strategies.

- Mobile application interface design
- Web page interface design
- Corporate identity design

LUJO HOTEL BODRUM - Marketing Executive

(November 2018 - April 2019)

- Organizing weekly mailings and mailing groups, (creating content, mail design)
- Organizing monthly media adverts
- Responsible for all printed materials
- Designing restaurant menus, social media post, billboard ads, collaterals
- Leading and supporting the Creative Agency
- Creating content for Lujo Magazine (making interviews, providing visuals, designing page layouts)
- Having / Leading photoshoots as demand
- Designing the interface of IP TV, updating all datas and visuals.
- Designing interface for mobile web site

ZİYLAN MERCHANDISING - Graphic Design Manager

(September 2015 - August 2018)

In Turkey under the name Ziylan Merchandising there are more than 350 stores, nationwide besides 100 FLOOR branded stores abroad, 80 Polaris branded stores and 100 Sport in Street stores. Duties are performed within the all visual needs of the stores.

- Responsible for leading the graphic design team that consists 5 graphic designers, also responsible for all printed materials design, printing and application process for whole retail sections under Flo, Polaris, Kinetix and Sport in Street brands
- Leading and managing seasonal photoshootings. creating concept and arrangement of all the raw shooting materials to be used in the seasonal campaigns instores, window and outdoor ad designs and its applications.
- Special stands and visual study solutions and visual analysis of existing demands.
- Interior architecture solutions

JATOMI FITNESS - Creative Designer & Public Relations Responsible

(July 2013 - March 2015)

Jatomi is an international sports club chain that has branches across Europe-Poland-England-Romania-Far East with more than 450 clubs in countries such as Turkey.

- Responsible in 13 clubs under 3 different segments. As part of the marketing department in all advertising and marketing projects
- Designing web site graphics, catalogue and promotional pieces.
- Oversee from concept to finish all advertising initiatives.
- Research and provide market information on status of industry, competition and demographics.
- Manage events including three major industry tradeshow and several regional events and lead a team of staff at these shows through all facets from setup to dismantle.
- Established huge index of industry contacts.
- Propose, develop and manage in-store merchandising plans.
- Worked within a team to implement new sale's software including CRM database and online ordering system.
- Serve as liaison to all sponsored athletes and teams and heavily influenced all sponsorship decisions.
- Evaluate sales trends and internal sales statistics and reacted as needed.
- Club's indoor / outdoor design of printed materials, follow-up and leading of the printing process, controlling of the application process, concept development for specific activities, field visual implementations.
- Periodically designing and creation of joint force campaigns, localization and adapting for foreign markets.
- All social media content creations, designs, content and visual design for magazine and print media adverts.
- Creation and production of concept photoshootings. Leading the scenery and management of the all editing process

ILBAK HOLDING - Graphic Designer & Public Relations Specialist

(September 2012 - August 2013)

- Responsible for all the visual designs of the start-up project 'bastirgelsin.com' e-commerce site.
- Media relations (pitching stories to reporters and setting up interviews
- Writing press releases
- Coordinating departmen-wide submissions for surveys and rankings
- Generating product groups and catalogs
- Design of products, production and printing trackings
- Graphic content production for website interface
- Creation and production of concept photoshootings to be used in product catalogues, website

Markafoni - Graphic Designer

(May 2011 - September 2012)

- Company start-up responsible for all the banner and mailing designs and creation of Zizigo website which is subsidiary of Markafoni
- Installation and follow ups of the campaign visuals to be in website periodically
- Monitoring and following of the mix campaign shootings, logo and banner designs

Kanal Türk - Graphic Designer

(January 2007 - May 2007)

All the graphic design creations according to the needs of tv programmes within the brand code.

Ambalaj Rehberi - Customer Representative

(May 2006 - August 2006)

Creating a common platform and making account visits to gain new members for the platform called packaging guide.

EDUCATION

-Centre for Arts & Technology, Canada - 3d Animation

(10.2008 - 10.2010)

- East Coast School of Language, Canada

(2006-2007)

- Yeditepe University - Faculty of Fine Arts, Department of Industrial Design

(02.2001 - 07.2006)

- Bodrum High School - TM

(1996-2006)

FOREIGN LANGUAGE

English

Reading: Advanced / **Writing:** Advanced / **Speaking:** Advanced