

# TULYA KAVAKLIOGLU

## Marketer & Communicator - Life Sciences

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### WORK EXPERIENCE

#### Freelance Marketer & Communicator

Lyfsci | July 2019 - Present

- Marketing, communication and PR services for life sciences organizations
- Currently developing www.lyfsci.nl

#### Sales & Marketing Intern

GenomeScan B.V. | July - October 2018

- Developed a 3-year business plan.
- Reviewed GenomeScan's website with a user experience design perspective.

#### PhD Candidate

Max-Planck Institute for Psycholinguistics | February 2014 - February 2017 | Degree not received

- Brain asymmetries, handedness, NGS, linkage, MRI
- 3 publications in scientific journals
- Poster presentations
- Blog articles, interviews, scientific pitch competitions

### VOLUNTEER EXPERIENCE

#### Founder, Board Member, Producer, Marketer

WOW-EFFECT Theater | April 2014 - Present

- Short and long-term organizational strategies
- Managing projects and teams
- (Digital) marketing and sales
- Press and public relations
- Special events

#### Production Manager

TV-Series Pilot "Switcheroo" | Royal Holloway University | July 2016 - September 2016

- Scheduled rehearsals and shooting days
- Managed communications between the producer, the directors, the cast and the crew

### EDUCATION

**BBA** GPA 8.1 / 10

International Business Administration  
Marketing and Communication

Wittenborg Uni. of Applied Sciences | 2018 - 2019

**MSc** GPA 1.8 / 1

Experimental and Clinical Neuroscience

University of Regensburg | 2011 - 2013

**BSc** GPA 3.4 / 4

Molecular Biology and Genetics

Bilkent University | 2007 - 2011

### CERTIFICATES

- The Fundamentals of Digital Marketing | Google Digital Workshop, 2018
- Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing and more | IE Business School, 2017

### SKILLS

- Project management
- Event management
- Market research
- Presentation

### COMPUTER

- MS Office • Google
- WordPress • SEO
- MailChimp • Asana
- Photoshop • Premiere Pro

### LANGUAGES

- Turkish 
- English 
- Dutch 
- German 
- French 
- ISL 

### EXTRACURRICULAR

- Actor | various, 2002 - Present
- PhD representative | MPI for Psycholinguistics, 2014-2016
- Reporter and photographer | Bilkent News, 2010-2011