

# TULYA KAVAKLIOGLU

## Marketer & Communicator - Life Sciences

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### WORK EXPERIENCE

#### Freelance Marketer & Communicator - Life Sciences

Lyfsci | July 2019 - Present

- Services include: copywriting, graphic design, web and social media management, event management
- Client types include: pharma, biotech services, CRO

"What I deliver varies depending on the assignment but it is hardly ever my work alone. Effective marcom material is almost always the result of a close collaboration between me and others with different roles including executives, scientists, and sometimes even other marcom specialists. I truly enjoy the result when we bring the pieces together."

#### Sales & Marketing Intern

GenomeScan B.V. | July - October 2018

- 3-year business plan for a new market consideration
- Website review with a UX design perspective

#### PhD Candidate

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

- Genetics of brain and behavioral asymmetries
- 3 publications in scientific peer reviewed journals
- Various communications targeting the general public

### VOLUNTEER EXPERIENCE

#### Founder, Producer, Marketer

English Theater Apeldoorn | March 2022 - Present

#### Founder, Producer, Marketer

WOW-EFFECT Theater | April 2014 - Present

#### Reporter and Photographer

Bilkent News | 2010-2011

### 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

### COMPUTER

- Office 365
- Photoshop
- MailChimp
- WordPress
- InDesign
- HubSpot
- Social media
- Illustrator
- SharpSpring
- Google
- Premiere Pro

### LANGUAGES

- Turkish 
- English 
- Dutch 

### EXTRACURRICULAR

Acting, directing, video productions, tap dance, djembe