

TULYA KAVAKLIOGLU

Strategic 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, launch campaigns, lead generation campaigns, ads
- Client types include: pharma, biotech services, CRO

"What I deliver varies depending on the assignment but effective marketing is often 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
- Social media
- Photoshop
- WordPress
- MailChimp
- InDesign
- Analytics
- HubSpot
- Illustrator
- Google Ads
- SharpSpring
- Premiere Pro

LANGUAGES

- Turkish 
- English 
- Dutch 

EXTRACURRICULAR

Acting, directing, video productions, tap dance, djembe