



ÇAĞLAYAN AKPINARLI

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Education

PhD, Media and Communication Studies

09/2019-07/2023 Galatasaray University

Dissertation research: Health communication, community based narrative medicine, cancer patients.

Co-author of - The representation of Yazidis and Turkmens in terms of Peace Journalism on Turkish media
SARAN, C , ACUN, C , AKPINARLI, Ç , ARIKAN, G , ÖLMEZSES ŞENTÜRK, A , TAŞDEMİR, S . (2016). Barış Gazeteciliği Bağlamında Türkiye Medyasında Ezidiler ve Türkmenler. Galatasaray Üniversitesi İletişim Dergisi, (25), 75-101. DOI: 10.16878/gsuilet.283051

<http://iletisimdergisi.gsu.edu.tr/issue/26932/283051>

MBA, Strategic Marketing and Brand Management 3.83/4

02/2012-06/2013 Bahcesehir University

MA, in European Union Politics and International Relations 86/100

10/2004 – 06/2010 Marmara University

Dissertation: European social policy and the Green perspective

BA, in International Relations, 2.98/4

2000 - 2004 Uludağ University

1996 – 1999 Kabataş Anatolian High School

In English Division

Professional Experience

09/2018-04/2023 Koç University School of Nursing

Academic and Administrative Coordinator

- ✓ Managing all academic and administrative processes of the Koç University School of Nursing (KUSON)
- ✓ Supporting KUSON's internal (employee, students, alumni, other administrative and academic departments) and external (Vehbi Koç Foundation, Koç Holding, international partners, Ministry of Health etc.) communication

04/2018- 09/2018 PwC – Learning and Development Department

Senior Training Expert

- ✓ Designing training for the needs of business departments

11/2016- 04/2018 Ozyegin University(OzU)/Lifelong Learning Centre(LLLC)

Open Enrollment Courses/Certificate Programmes Responsible

- ✓ Designing certificate programmes for the Life Long Learning Centre of Ozyegin University
- ✓ Designing course content that would contribute in the personal and professional development of the participants

- ✓ Managing communications with the target groups, students, professionals, trainers, NGOs, professors, the university authorities for the organisation and marketing of the programmes
- ✓ Designing cooperation with peer institutions to increase the value of the OzU programmes
- ✓ Executing digital and traditional marketing tools for promotion of the courses
- ✓ Developing projects with NGOs, companies and universities on behalf of OzU LLLC to increase brand value of Ozyegin programmes
- ✓ Managing all communication and marketing channels

08/2015- 01/2016 b-fit Women's Sport and Living Centre/Social Enterprise

Marketing Communications Supervisor

- ✓ Managing brand communication and marketing strategy
- ✓ Designing marketing campaigns to increase the franchise number countrywide
- ✓ Managing communication with agencies, media, and NGOs
- ✓ Managing sponsorship relations
- ✓ Developing funding resources by the means of conducting sponsorship deals and organising fundraising activities to support b-fit financially as a social enterprise
- ✓ Developing projects to emphasize the importance of women inclusion in daily life actively as entrepreneurs and healthy individuals
- ✓ Managing social media channels

08/2014- 08/2015 KidZania Istanbul-Edutainment Park for Children

Sponsorship Associate

- ✓ Keep constant communication with each industry partner and /or their agencies and follow up their participation in KidZania (image, fluency, novelties)
- ✓ Coordinate and follow-up to any project of the industry partners (promotions, activations, events, inaugurations, launchings, etc.)
- ✓ Ensure the projects' execution through constant and effective communication between the different areas of KidZania and the sponsor trademarks
- ✓ Coordinate the application of every marketing partner image in the sponsored establishment based on the identity manual of the trademark or product and keep it updated
- ✓ Request the updated calculation of corresponding yearly fees and invoices to follow up the collection with industry partners (initial investment, yearly fees and remodeling)
- ✓ Participate in the annual work plan with the Sales & Marketing Director aligning to the Company's Objectives
- ✓ Sponsors of the KidZania included Burger King, Coca-Cola, Domino's, Magrabi Optical, Ford, Avis, Acibadem Hospitals, Arçelik, Ülker, Koç Holding, Karaca, Komşufırın, Koçtaş, Migros, Opet, Pronet, SEIKO, Sinpaş GYO, SushiCo, TeknoSa, Turkish Airlines, YapıKredi Bank, Dimes, Power FM.

10/2012-05/2013 STEELORBIS- Part of iLab Holding (Kariyer.net, sigortam.net, gittigidiyor.com, cimri.com, dijimecmua.com)

Digital Marketing Specialist

- ✓ Search Engine Marketing
- ✓ Social Media Marketing
- ✓ Lead nurturing activities
- ✓ Blog marketing

- ✓ Planning and organization of the new campaigns
- ✓ Following new internet marketing developments and implementation of them in SteelOrbis
- ✓ Preparation of communication and marketing plans
- ✓ Preparation of marketing budget
- ✓ Positioning of SteelOrbis
- ✓ Preparation of introduction kits
- ✓ Measurement of the effects of new applications to business

04/2007-11/2011 STEEL BUSINESS BRIEFING(SBB)

Assistant Editor/Journalist

- ✓ Coordination of communications between SBB offices and Turkey office
- ✓ Reporting to the editors on daily coverage of Middle East and Turkey steel, automotive and construction markets, and other economy news
- ✓ Coordinating SBB events in Turkey and the Middle East
- ✓ Supporting marketing activities for company events
- ✓ Providing content for marketing material
- ✓ Coordinating communications with NGOs in Turkey and the Middle East
- ✓ Coordinating relations with other press members
- ✓ Writing market updates in English for the daily steel market briefing/bulletin which has more than 30,000 readers
- ✓ Reporting industrial news
- ✓ Participating in events/conferences
- ✓ Networking

09/2006-08/2007 SOUTHWELL HOUSE YOUTH PROJECT (SHYP), London

Training Assistant

- ✓ Assisting SHYP Team through day and residential programs
- ✓ Running workshops and various activities with groups of young people (with disabilities, learning obstacles and from disadvantaged groups)

04/2005 -11/2005 ASSOCIATION FOR ECONOMIC DEVELOPMENT AND SOCIAL PROGRESSION (İKTİSAD), İstanbul

Coordinator of International Relations Team

- ✓ Management of the Youth projects
- ✓ Content development for Projects
- ✓ Coordinating relations with NGOs and civil initiatives

09/2005- 11/2005 YOZGAT CHAMBER of INDUSTRY AND COMMERCE

Project Assistant

- ✓ Preparation of EU Regional Development Projects(NUTS II)
- ✓ Development of Project ideas
- ✓ Analysis of Regional Project needs
- ✓ Preparation of project documents in accordance with the EU criteria

08/2005 Training of Project Cycle Management (PCM) and International Fund Finding

East Black Sea Municipalities Union Turkiye, Trabzon

Assistant Trainer

- ✓ Assisting the Training
- ✓ Presenting the Analysis Methods of PCM
- ✓ Presenting the Methods to find International Funding for Municipalities

06/2005-07/2005 ISTANBUL CHAMBER of INDUSTRY, İstanbul

EU and Foreign Relations Office

Trainee

- ✓ Researching for EU projects
- ✓ Researching for country market reports

Other Activities

11/2005 -07/2006 European Future Citizens Youth Center Project, İstanbul

- ✓ Development of Non-formal Trainings for Young Participants
- ✓ Intercultural Learning Trainings
- ✓ Project Cycle Management Trainings
- ✓ Volunteer Management

11/2005- 02/2006 Beyoglu Municipality Local Civilian Unification Centre, İstanbul

- ✓ Preparation of EU Youth Action Projects
- ✓ Supporting the Development of the Youth Centre
- ✓ Researching for the Project Funding opportunities

02/2008- Member of Green Thought Association

- ✓ Supporting Green thought in Turkey

Courses&Seminars

2023, March, Curriculum Development in Communication Skills Teaching, **International Association for Communication in Healthcare (EACH)**

- ✓ Apply relevant educational theory to designing effective communication skills curricula
- ✓ Understand how to ensure learners master an increasing range of skills and retain them over time
- ✓ Select and organise the core content of the communication curriculum
- ✓ Tailor content in relation to their learners' needs
- ✓ Select appropriate teaching methods for each component of the curriculum
- ✓ Integrate communication with other clinical skills and the rest of the learners' programme and evaluate the curriculum.

2021, November, Observational Coding of Healthcare Communication, **International Association for Communication in Healthcare (EACH)**

- ✓ Decide when (and when not) to use observational coding
- ✓ Describe different coding schemes and to be able to choose the appropriate scheme for answering their own research question(s)
- ✓ Apply a coding scheme through hands-on practice

- ✓ Analyse and interpret data
- ✓ Avoid common pitfalls during observational coding

2021, June, What to Teach in Communication Skills Teaching: Skills and Structure, **International Association for Communication in Healthcare (EACH)**

- ✓ Models in use to conceptualise health care communication,
- ✓ How to utilise these to analyse communication skills in observed encounters with patients
- ✓ Clarify what are the main communication skills in the clinical settings,
- ✓ Define the individual specific skills of communication
- ✓ Break down the complex task of the clinical interview into its individual components

2021, May, **Training of Trainers, Ayar Training**

- ✓ Outcome based curriculum design
- ✓ Training as a stage performance
- ✓ Designing assessment methods for corporate training

2021, March, **Narrative Medicine Workshop, Columbia University**

- ✓ Narrative medicine as a fundamental instrument necessary for effective care
- ✓ Seeing, hearing, sensing, taking in which we witness the process toward healing,
- ✓ Attuning to our patients through the schooled avenues of close reading, deep listening, and concentrated witnessing of works of art.
- ✓ Rigorous skill-building in narrative competence and experience to the methods and skills of narrative medicine

2020, October, **Fundamentals of Coaching, Sola Unitas**

- ✓ Basic Coaching Training (Module 1)
- ✓ Existence of Coach (Module 2)
- ✓ World of Probabilities (Module 3)
- ✓ Co-Creation (Module 4)

2011, October, **Media and Communication Strategies, Galatasaray University, Istanbul**

- ✓ Corporate Identity
- ✓ Crisis Communications
- ✓ Corporate Social Responsibility
- ✓ Strategic Communications Management

2010, April, **Finance Training, Ruth Bender, London**

- ✓ Understanding financial results of the companies
- ✓ Basics of stock exchange
- ✓ Derivatives and investment tools

2009, July, **Media Training, Electric Airwaves, London**

- ✓ Phone interviews
- ✓ Face to face interviews
- ✓ Radio interviews

✓ TV interviews

Language & Computer Skills

English, Turkish : Fluent

Computer : Frequent user of MS Office, E-mail marketing tools