

ORHAN CEM ARIDAĞ

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July 23, 1983

Ahmet Adnan Saygun Cd. Dostlar Sitesi 1. Blok D8 Ulus Beşiktaş İstanbul

EXPERIENCE

UNITE Communications - Edelman Affiliate, Istanbul - Turkey

Director, Advertising & Digital Communications

August 2012 - ...

Started as a supervisor, learnt different disciplines and gained experience in the first two years

- Transformed PR oriented UNITE into an integrated communications firm and led the internal change management process in 2014
- Launched a new brand COFFEESHOP to manage the advertising and digital units in 2014
- Turned 40% of PR contracts into integrated service contracts and increased growth 20% through business expansion in 2015
- Developed new business by identifying potential accounts and rigorous follow up and networking, increased annual growth by 10% in 2016
- Created award winning projects

Main accounts responsible for: Akçansa, Brisa, BSH, IKEA, Mastercard, Metro Grossmarket, Special Olympics, Starbucks, The Body Shop, Under Armour, Veocel, 3S Kale, Kale Outlet Center, Firuze Konakları, Karadeniz Holding, Karpowership, Özgen Ship Supply, Novartis, Kumport Limanı, Arpaş, ...

Hurriyet USA - NYC

New York Correspondent

July 2011-May 2012

Represented the 1948-founded Turkish newspaper in their "Successful Turks in US" series

- Conducted interviews with successful Turks living in US and created a news series
- Published first page interesting news on Turkish events taking place in US

DRAFTFCB Advertising Agency, Istanbul - Turkey

Copywriter

October 2008-May 2010

- Created copies for ATL & BTL advertisements
- Played crucial role in creative brainstorming sessions

Accounts responsible for: Mohini Kids Entertainment Center, Mayadrom Sports Center, Viko Electric and Electronic.

Accounts involved with as a member: Burn Energy Drink, Nivea, Kraft, Nestlé

Lowes Worldwide Advertising Agency, Istanbul - Turkey

Intern Copywriter

Summer 2007

- Led an intern group task; worked on a briefing about Efes Pilsen beer brand and presented to all LOWE Board Members
- Presentation was selected as the winning presentation and was taken to the Client by LOWE Team

Leo Burnett/Arc Advertising Agency, Istanbul - Turkey

Intern Copywriter

Summer 2006

- Wrote draft copies and reported to Senior Copywriter

RECENT AWARDS:

Golden Compass Public Relations Awards - May 2017

Client: Novartis

'Digital Communication and Community Management' category, with organ donation awareness campaign 'Give Permission, Give Life' that emphasizes the importance of families' consent for organ donation.

Felis Awards - November 2017

Client: Special Olympics Turkey

'Communication through Opinion Leaders and Impact Owners' category, with 'Biz Özeliz, Bağışlayın' campaign to raise fund for children with special needs.

EDUCATION

Miami Ad School, New York

Social Media Bootcamp

Fall 2017

Pace University, New York

MA in Media and Communications Arts

2010-2012

GPA: 3.34/4.0

University of California, Irvine

Conversation and Culture Program

Summer 2008

Istanbul Bilgi University, Istanbul

Faculty of Communication – Advertising

2002-2008

GPA: 3.21/4.0

Saint Benoit French High School, Istanbul

1994-2002

SKILLS AND INTERESTS

Languages:

English (Fluent), French (Intermediate), Turkish (Native)

Volunteer Community Involvement:

Volunteer of Neighborhood Disaster Volunteer Foundation

Former Member to Homeless Children Fund Raising Club

Managed social media accounts of TUZLA Animal Shelter

Personal Interests:

Reading, writing

Anything about advertising, digital communications and social media

Cooking, wine tasting, cocktail making

Watching a significant amount of movies

Swimming as a former member of Enka Men's Swimming Team, football (soccer)

Anything and everything NEW