

Hanna Cevik

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Starting with an analytical assessment of need, I turn insight into commercial positioning. Focusing on long-term business goals, I've created a methodology based on a proven toolkit to develop USPs and relationships with key partners in media, peer network and communities. The outcomes include scalable tactics, measurable conversion and sustained growth.

Specialisms

- Commercial positioning
- Platform & toolkit setup
- Data analytics & reporting
- Content & channel strategy
- PR/ media strategy
- Event production

Experience

Marketing Manager

Reason, Jan 2018 - Feb 2020

Reason is a digital product & service agency focused on internal digital transformation for enterprises in retail, financial services and media. My core target is to create & deliver marketing strategy to drive sustained business growth from <£3m to >£5m.

- Develop brand awareness & domain expertise in industry and target sectors across channels using content, network & community events and partnerships
- Develop audiences & build brand reputation with key partners
- Develop CRM, analytics toolkit & reporting mechanisms
- Deliver growth & RoI across marketing channels

Global Head of Marketing

FutureBrand, Jan - Dec 2017

FutureBrand is a global branding agency. My role focused on aligning acquired businesses into the global marketing strategy.

- EMEA marketing strategies across social media touch points & B2B activations
- Assist development of global marketing strategy & consolidate international team
- Brand proposition development
- Line manage global marketing team (across 5 regions, 4 companies)
- Develop analytics tools & reporting (deliver growth & RoI across digital platforms)
- Management of external partners including PR, events & specialist teams

Senior Marketing Manager

Red Badger, Jul 2015 - Nov 2016

Red Badger is a digital agency, working with some of the world's most recognised brands to create excellent digital experiences.

- Develop & deliver marketing strategy resulting in >£1m new business /year
- Brand & proposition development
- Devise & deliver content strategy, channel marketing and community development
- Develop PR strategy including profile development, awards and partnerships
- Marketing team management

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Marketing & Communications Manager

Tobias & Tobias, Jun 2014 - Jul 2015

Bid Writer, UK Marketing Manager

Squiz UK, May 2012 - Jun 2014

Freelance consultancy work

see www.bestofallhans.com

Marketing & Fundraising Manager

iKapa Dance Theatre, Nov 2011 – May 2012

Head of Marketing & Communications

The English-Speaking Union, Jan 2008 – Nov 2011

Hired as Publicity Officer in 2008, department created around my role in 2010

Education

2006-2007	University College London	MA Legal & Political Theory
2003-2006	King's College, London	BA (Hons) English
2000-2002	King Edward VI Grammar School, Chelmsford	A levels AAAB