

Gizem Töre Nasi

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EXPERIENCE

APR' 25 - PRESENT | **GTGP**, COPENHAGEN | **FOUNDER, BRAND&BUSINESS DEVELOPER** [gizemtore.com](#)

- Founded a micro consultancy providing marketing and design solutions for SMEs and startups, from positioning to execution.
- Granted support under the Business Boost programme (Iværksætterdanmark, Erhvervshus Hovedstaden, Danmarks Erhvervsfremmebestyrelse).

DEC' 22 - PRESENT | **TINY DANCER**, COPENHAGEN | **MARKETING&BRAND CONSULTANT** [tinydancer.com](#)

- Strategic direction and hands-on execution support for business and brand development, positioning, and marketing
- Business and communication strategy, campaign strategies, brand book with positioning & visual identity, redesign, optimisation, analytics, SEO and maintenance of the website, design & production of selective online & offline communication materials.

NOV'16 – FEB'17 | **MARKA 2016, INTERNATIONAL BRAND CONFERENCE**, ISTANBUL [markaconference.com](#)
PROJECT MANAGER & EXECUTIVE ASSISTANT TO CEO

- Got involved **1,5 months prior** to the conference, which had 44 sessions, 53 local and international speakers, 2.000 visitors.
- Coordinated the speaker agency agreements, pre-meetings, briefings, travel arrangements and rehearsals of the 3-day conference with **no hand over** from the predecessor. Established **a brand new work flow and system**.
- Managed the content creation with the creative director and **crisis management**: eg. saved a session within a day, by finding and negotiating with an alternative speaker at the time of a speaker drop out.
- **Introduced** post-event reports, strategic & action plans and sponsorship kits for the following years.
- Coordination of press activities and production meetings, 3rd party liaison for speaker presentations, art projects and performances, assistance to the moderator about the conference flow and speakers.

JULY'16 - AUG'17 | **JENI FALAFEL & ROLLS**, ISTANBUL | **MARKETING & OPERATIONS** [yelp.com/jenifalafel](#)

- Created brand identity, designed and executed the marketing, operational and business development action plans.
- Prepared and submitted the Business Plan to the EU funded Small and Medium Sized Industry Development Organisations in Turkey, which in return company received **TRY65K** grant.

JAN'16 - JULY'16 | **FOX NETWORKS GROUP**, ISTANBUL | **MARKETING MANAGER** [fng.com](#)

Owned end-to-end viewer, affiliate, and trade marketing planning for major high-budget factual and entertainment channels (National Geographic Channels and FX), partnering closely with Creative, Digital, On-Air, Programming, Operations, and PR.

- Participated in the strategic plan of Nat Geo Partners' business units and presented a deck on "Merchandising Business in Global and Turkey", to the C-level and V-level management.
- Designed and executed 'Raise Your Voice for Girls' CSR campaign, which achieved more than DKK750K media value and DKK6.8M PR media value with DKK204K paid media.
- Managed one direct report and provided leadership to multiple indirect teams.

DEC'14 - DEC'15 | **FOX NETWORKS GROUP**, ISTANBUL | **SENIOR BRAND MANAGER** [fng.com](#) [natgeotv.com.tr](#)

Creating and executing the viewer, affiliate and trade marketing plans for Nat Geo, FX, Foxcrime, Foxlife, 24Kitchen and the contents on the channels. Collaboration with internal Creative, Digital, On Air, Programming, Operations and PR teams to guide strategic development and ensure all work is delivered on time, budget and quality.

Achievements:

- Prepare a global marketing & strategy toolkit for Nat Geo's documentary, Street Genius.
- Relaunch of a TV channel: FX.
- Launch of mobile applications such as Nat Geo Play and Fox Fan.

DEC'12 - DEC'14 | **FOX NETWORKS GROUP**, ISTANBUL | **BRAND MANAGER**

fng.com natgeotv.com.tr

Creating and executing the viewer, affiliate and trade marketing plans for Nat Geo, FX, Foxcrime, Foxlife, 24Kitchen and the contents on the channels. Collaboration with internal Creative, Digital, On Air, Programming, Operations and PR teams to guide strategic development and ensure all work is delivered on time, budget and quality.

- Review and approve press releases and affiliates' magazines' contents are in line with the USPs, topics of the contents, and channel identity.
- Finding creative prizes with limited budget and other constraints for press kits and contests.
- Leading and executing PR events and sponsorships in collaboration with PR team.
- Support the sales and "F'actory" team in sponsoring the contents, creating 360 campaigns and ad sales projects.
- Briefing and debriefing the creative team in adapting and localising the international promo materials.
- Identifying the needs of the channel and briefing the creative team in producing new promo materials accordingly.
- Setting and following up of weekly KPIs for the monthly highlights.
- Briefing log editors for scheduling and break planning inline with the channel identity.

Achievements:

- Launch of a new TV channel: Nat Geo People.
- Launch of major TV events such as Homeland, The Walking Dead, Cosmos, Live from Space etc. Some simulcasted on all channels, some aired at the same time with the US, and even one live from space!
- For Nat Geo Wild's Big Cats Initiative, organised a small scale CSR event in collaboration with local animal rights group to drive change on the ground, and worked with creative agency to drive awareness through a pilot project.
- Prepared, executed and edited corporate magazine: F'mag

JAN'11 - NOV'12 | **CIGIR KIMYA SAN. VE TIC. AS**, ISTANBUL | **MARKETING ASSISTANT MANAGER**

silvershoecare.com

Setting and executing the marketing strategy for Silver Shoe Care line of Products: Segmentation, competition analysis, brand positioning, distribution and pricing strategy, communication plan.

- Creating Market and Consumer Research Reports using tools provided by Nielsen, GFK and Euromonitor.
- Reporting on Sales Performance and Profitability; country, customer, channel, category and product, and Creating Forecasts.
- Setting and Monitoring Marketing Department's KPIs.
- Assisting the R&D and product development teams, increasing internal communication, analysing cost benefits of R&D and Product Development projects.
- Briefing and debriefing the creative agencies.
- PM of Turquality preparations and writing the Business Plan.
- PM and delivery of a premium new line.

Achievements:

- Turquality Business Plan accreditation, supported by a DKK16.5M Government export grant.
- End-to-end product development process and launch of the premium line in multiple markets.

DEC'09 - JAN'11 | **CIGIR KIMYA SAN. VE TIC. AS**, ISTANBUL | **EXPORT SALES EXECUTIVE**

silvershoecare.com

- Identifying and developing new markets
- In charge of before/after sales export activities (order processing, account follow-up)
- Assisting the implementation of a customised ERP tool and integration of CRM.
- Cost analysis, price forecasting and/or penetration pricing to develop product range.
- Marketing communication activities such as branding, website, event management and packaging design.

Achievements:

- New market development in South America, first sales in Chile.
- New supplier arrangements in Spain for cost optimisation of the outsourced products.

APR'06 - MAY'08 | **GARANTI BANK** HEAD OFFICE, ISTANBUL | **PR & ADVERTISING SPECIALIST**

garantibbva.com

- Stakeholder management and creative project management in advertising campaigns of Garanti Bank's Credit and Debit Card portfolio.

- Managing PR and sponsorship activities, direction of press conferences & annual meetings, coordination of local and foreign media, print & digital media corporate communication.

EDUCATION

2025 | Behavioural Finance, HD Course, CBS (Copenhagen Business School), Copenhagen

2023 - 2024 | UX, UI, Service Design, ReDI School, Copenhagen

- UX/UI design of a dance organisation's website, to make it more intuitive, visually attractive and convincing for the users. Click for the [case study and prototyping](#).
- UX design for an NGO's product page, to optimise the user flow and higher conversion rates. Click for [the case study](#).

2019-2022 | PD3, B2 Level Danish, Speak School of Danish, Gentofte

2008-2009 | C1 Level Spanish Certificate, Sprachcaffe Language Schools, Malaga, Madrid, Barcelona

2005-2006 | Graphic Design Academy, Bilge Adam Technologies, Istanbul: Adobe Photoshop and Freehand (Illustrator)

2000-2005 | Bachelor of International Relations (English), Marmara University, Istanbul

Courses : Economics, Humanities, Sociology, International Law, Political Science, Statistics, Political History, EU...

Internship : Prepared and presented a report on the issue of "Free Movement of Services in EU", to the Department of Economic and Financial Affairs, at **Secretariat General For EU Affairs**, Ankara, in 2004.

PERSONAL

Passions: Education, Play, Art, Behavioural Sciences, Culture, Design

Interests: Classical Singing (Soprano), Jazz & Lindy Hop dancing, Vinyasa Yoga, Crafts, Writing

Favourites:

Writers: Octavia E. Butler, James Baldwin, Khalil Gibran

Singers: Nina Simone, Louis Armstrong

Painters: P.S. Krøyer, Kandinsky, Leonora Carrington

What others say about me:

My daughter: "Weirdest person, silly old sausage"

My husband: "Fairest person, starts everything with love."

My dog: "Woof! woof! woof! woof!...."

My colleagues: "Kindest, most creative person"