

# Hanna Cevik - freelance marketing

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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

Freelance marketing consultancy

2012 onwards

[bestofallhans.com](http://bestofallhans.com)

- Marketing strategy, toolkit setup, data analytics & reporting: Ally Labs, Rentecarlo
- Copy writing / editorial for web & print: Fathom Group, The Independent, Rentecarlo
- User journeys & customer experience strategy: Ally Labs, Fathom Group, Rentecarlo
- Voiceover & script editing: AlixPartners, Levi, Ralph Lauren
- Print design: Georgie & Tommy and Claire & Monty's weddings
- Event production: conferences, roundtables, meetups & supper clubs

Marketing Manager

Reason, Jan 2018 - Feb 2020

**Reason is a digital agency focused on internal digital transformation in retail, financial services & media. My core target was to drive 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

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Senior Marketing Manager  
**Red Badger, Jul 2015 – Nov 2016**

Marketing & Communications Manager  
**Tobias & Tobias, Jun 2014 - Jul 2015**

Bid Writer, UK Marketing Manager  
**Squiz UK, May 2012 - Jun 2014**

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