

JALE GONULKAPAN SUDER, MDES

DESIGN STRATEGIST

CONTACT

1 647 885 9192
jale.gonulkapan@gmail.com
jalegonulkapan
www.jalegonulkapan.com

PROFILE

Results-driven strategic thinker focused on delivering a blend of innovative strategic thinking and conceptually driven creative solutions.

Award-winning design and advertising professional with a proven track record of conceptualizing and implementing on-brand strategies that drive results. Advocate for innovative ideas and understand the long-term importance of customer experience in brand building.

Curious and passionate about understanding behavioral and transformational change. Committed to bringing diverse perspectives to the table in a collaborative environment.

EDUCATION

Strategic Foresight and Innovation, MDes
OCAD University

International Relations, Political Science, BA
Istanbul University

SKILLS

Futures Thinking and Strategic Foresight

Design Research

Business and Innovation Strategy

Brand Strategy

Concept Development and Implementation

WORK EXPERIENCE

DESIGN STRATEGIST

FREELANCE | 2021 - Present

Helping clients on a project basis to build their brands and businesses. Developed design and brand strategy providing guidance in positioning and refining their value proposition for companies and organizations based in Canada and Europe.

Reviewed and analyzed data and research from various sources including customer surveys, qualitative research, industry reports, and business insights to develop and execute actionable plans and roadmaps.

Contextualized customer trends into strategic plans and adopted future-oriented thinking. Provided strategic input into the design of products and services.

Oversee social media strategy with a focus on developing and implementing digital and social media initiatives, including content creation and social media campaigns.

Managed teams of writers and designers, generating content for multiple brands.

DESIGN RESEARCHER

OCADU CO | 2018 - 2019

Developed and executed the design strategy for the launch of Open Enrolment and Design Thinking programs.

Conducted market research, customer journeys, and content mapping to improve the program's effectiveness and value. Co-facilitated workshops in support of the Design Thinking curriculum.

Co-created the communication materials with Creative Services.

Collaborated with Super O Lab at OCADU to design, develop and launch Future Trend Cards, a product that aims to adopt futurist thinking for the future planning of organizations.

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DESIGN STRATEGIST

AWARDS

Won Crystal Apple, Turkey's leading advertising award, in Golden, Silver, Bronze for TV, Press & Outdoor several times from 2000 to 2015.

2013 Golden Effie for Good, Eti Burcak-WWF Turkey.

MDES RESEARCH PROJECT

Conducted a Major Research Project that explores *Crossovers Between Creative and Futures Tools and Practices for Social Change*, with a focus on Social Good Campaigns.

The study investigates the intersection of creative and Futures thinking methods and practices and proposes a new future-oriented and action-based creative brief template to support purpose-driven projects. It is available at [this link](#)

WORK EXPERIENCE CONTINUED

CREATIVE DIRECTOR & HEAD OF COPYWRITING

PROPOGANDA | 2008 - 2017

Played a key role in the digital transformation of the agency. Led new business pitches and proposal development across multiple industry verticals including financial services, hospitality and tourism, automotive, and consumer products

Collaborated with strategy teams to identify consumer insights and develop brand and advertising strategies. Partnered with client teams to consult C-level clients and communicate creative ideas developing actionable plans to support national campaigns.

Created the Eti Burcak-WWF campaign for online and offline platforms to expand sustainable agriculture in Turkey. The project won the Golden Effie Award in 2013 and represented Turkey in the United Nations Development Assembly.

Developed and executed integrated advertising campaigns including TV, press, outdoor, radio, cinema, and digital media on behalf of multiple clients and Turkey's largest FMCG corporations Namet Food Inc and ETI.

Developed online ad campaigns, including ad games, social media promotions, and microsites, working in conjunction with UX designers and web developers.

SENIOR COPYWRITER

ALI TARAN CREATIVE | 2007 - 2008

Wrote TVCs, radio spots, and print ads for Turkey's biggest telecommunication companies, TurkTelecom and TNet.

SENIOR COPYWRITER

OGILVY | 2004 - 2007

Developed the 40th Anniversary Campaign of Ford Transit and created various TV and print campaigns for Ford cars and trucks.

Created the EMEA regional relaunch campaign of Braun Silk-epil. Succeeded to raise the brand's market share from 22% to 47%.

Strategized and ideated the relaunch of Bebelac Baby Food. Increased brand awareness from 11% to 97% and tripled sales.

Adopted and localized Dove's Real Beauty campaign in Turkey.

COPYWRITER

LOWE | 2000 - 2004

Developed cinema, print, and outdoor campaigns, and promotional materials for Turkey's leading beer brand Efes Pilsen and its sub-brands.

Generated ad campaigns for Unilever household and personal care brands such as Signal, Cif, and Domestos.