

JALE GONULKAPAN SUDER, MDES

ADVERTISING CREATIVE & STRATEGIST

PROFILE

Motivated to be a strategic and visual thinker, doer, maker, brand builder, storyteller, problem solver, and great idea pursuer. Curious and passionate about understanding behavioral, technological, and transformational change. Interested in design thinking, business design, human-centered design, and foresight. Advocates for Futures literacy among broader audiences. Experienced in a fast-paced work environment.

(647) 885-9192



JALE.GONULKAPAN@GMAIL.COM



WWW.JALEGONULKAPAN.COM



WWW.LINKEDIN.COM/IN/JALE-G-39458720/



EDUCATION

- Master's degree (MDes) in Strategic Foresight and Innovation at OCAD University, Toronto, ON.
- Bachelor's degree in International Relations from Political Science Faculty of Istanbul University.

SKILLS

FUTURES & STRATEGIC FORESIGHT
BUSINESS, BRAND & INNOVATION STRATEGY
ADVERTISING & BRANDING
CONCEPTUALIZATION & COPYWRITING

AWARDS

- Won Crystal Apple, Turkey's leading advertising award, in Golden, Silver, Bronze for TV, Cinema & Press several times from 2000 to 2015.
- 2013 Golden Effie For Good, Eti Burcak-WWF Turkey.

EXPERIENCE

ADVERTISING CREATIVE & BRAND STRATEGIST

- Research Assistant Intern at OCAD U Super Ordinary Lab for the product development and launch of future trend cards.
- Strategist and Copywriter for the launch of open enrolment of Design Thinking programs at OCAD U CO, Design4 Program.
- Senior Copywriter and Creative Director in international advertising networks such as Ogilvy&Mather, Pars McCann Erickson, LOWE, and Turkey's leading independent agencies including Propaganda Istanbul and Ali Taran Creative Workshop since 2000.
- Successfully provided creative service and consultancy for global advertisers and brands like Ford, Unilever, Braun, and Turkey's top clients and brands consisting of ETI Snacks & Confectionery, Efes Pilsen Beer, TAC Home Textile, Rixos Hotels, Swissôtel, Vakifbank, Namet Food & Deli.

OCAD U
SUPER
ORDINARY LAB

OCAD U CO

OGILVY

MCCANN

LOWE

JALE GONULKAPAN SUDER, MDES

ADVERTISING CREATIVE & STRATEGIST

PROFESSIONAL BACKGROUND

FUTURES & FORESIGHT

- 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 openly available at the link provided.
- Carried out a foresight research project about the future of economic valuation for OCAD U Foresight Studio. The research promotes the adoption of Quadruple Bottom Line mindsets, methods, and practices in support of a flourishing world.

MAJOR RESEARCH PROJECT:
[HTTP://OPENRESEARCH.OCADU.CA/
ID/EPRINT/3161/](http://openresearch.ocadu.ca/id/eprint/3161/)

**FORESIGHT RESEARCH: THE
FUTURE OF ECONOMIC VALUATION**
[HTTPS://DRIVE.GOOGLE.COM/FILE/
D/1GGGL6YTJBZ7T8JRITKDBH90PO
C-HM8_Y/VIEW?USP=SHARING](https://drive.google.com/file/d/1GGGL6YTJBZ7T8JRITKDBH90POC-HM8_Y/view?usp=sharing)

CREATIVE

- Created and ideated campaigns and concepts both for global brands and Turkey's leading local brands for offline and online advertising.
- Wrote for diverse types of media including TV, cinema, radio, press, outdoor, brochure, leaflet, social media platforms and content.
- Mastered at simplification of complex messages into related concepts and memorable taglines.
- Adapted and localized international advertising campaigns.
- Coordinated production and execution of creative ideas.

STRATEGY

- Developed effective creative strategies for advertising campaigns.
- Improved deep understanding of consumer behavior.
- Provided insights that lead successful strategies.
- Built brand strategies and marketing ideas.
- Developed road maps for launch and relaunch of products.
- Experienced using ideation tools and innovation research methods.

LEADERSHIP

- Directed teams into award-winning ideas.
- Established clear goals and objectives while inspiring team spirit and achievement.
- Encouraged team collaboration among digital and creative teams.
- Coordinated digital transition of the agency.
- Efficiently managed time in order to produce a high level of creative work within tight deadlines.