



IŞIL BÜDEYRİ TURAN

PERSONAL INFORMATION:

Nationality: Turkish
Date /Place of Birth: 08.01.1981 / Polatlı, Ankara
Marital Status: Married
E-mail: isilbturan@gmail.com

EDUCATION:

- 2018 – to date** **PhD in Business, Özyeğin University**
Istanbul, Turkey
- 2008 – 2011** **M.A. in Production Management and Marketing, Marmara University**
Istanbul, Turkey
Dissertation Title: The Role of Personality Congruence, Perceived Quality and Brand Prestige on Brand Loyalty (Published as article)
- 2003 – 2004** **M.A. in European Integration, University Of Essex** (Jean Monnet Scholarship)
Colchester, United Kingdom
Dissertation Title: Turkey's Role in the Governance of European Security
- 1999 – 2003** **B.A. in International Relations, Istanbul University** (HEV Scholarship)
Istanbul, Turkey
- 1992 – 1999** **American Robert College, Istanbul, Turkey**
- 1987 – 1992** **Hamdullah Suphi Tanrıöver Primary School, Istanbul, Turkey**

PUBLICATIONS:

- İrem Eren-Erdoğan, Emine Çobanoğlu & Işıl Budeyri-Turan. (2015). "Exploring dimensions of brand personality for Generation Y in the apparel market: The case of Turkey". *Journal of Global Fashion Marketing: Bridging Fashion and Marketing*. Vol. 6 Issue:2 pp.150-161.
- İrem Erdoğan, Işıl Budeyri-Turan. (2012). "The role of personality congruence, perceived quality and prestige on ready-to-wear brand loyalty", *Journal of Fashion Marketing and Management: An International Journal*. Vol. 16 Issue:4, pp. 399 – 417.

WORKING EXPERIENCE:

- 08/2017 – 02/2018** **Xsights Research & Consultancy Inc – Associate Director**
Sector: Confectionery, Dairy Products, White Goods, Small Home Appliances, Baby Care, Personal Care, Retail, Furniture)
Research Type: Product Test, Concept Test, Claim Test, Usage & Attitudes, Brand image and Advertising Research
- 06/2015 – 05/2017** **Geovision Group – Senior Account Manager**
Sector: Confectionery, Yellow fats, Hot beverages, Household cleaners, Baby Food & Baby care, Personal Care, Oral Care)

Research Type: In-store Excellence Research

04/2014 – 05/2015

Freelance - Market Research Consultant

Sector: Personal Care, Household Cleaners, Telecommunications

Research Type: Brand Health Tracking & Advertising Effectiveness, Usage & Attitude Studies

07/2013 – 03/2014

The Nielsen Company - Research Manager

Sector: Telecommunications, White Goods, Banking & Finance, Logistics, Fabric Softeners, Retail

Research Type: Customer / Employee Satisfaction, Usage & Attitude Studies, Mystery Shopper, Product Tests

05/2011 – 06/2013

Millward Brown Turkey - Account Manager, Senior Research Executive

Sector: Food (Ready-soup, Bouillon, Yellow Fats), Refreshment (Ice-cream, Tea), Detergents & Fabric Softeners, Alcoholic beverages

Research Type: Brand Health Tracking & Advertising Effectiveness, Usage & Attitude Studies

09/2010 – 04/2011

Freelance - Research Executive

Sector: Automotive Sector

Research Type: Dealer and Service Satisfaction Research; Corporate Identity and Reputation Research

07/2007 – 04/2009

Synovate Research & Consultancy Inc. - Research Executive

Sector: Non-alcoholic and Alcoholic beverages, tobacco

Research Type: Usage and Attitudes Research, Product and Concept tests, Packaging test, Pricing Research

09/2005 – 07/2007

Bileşim International Research & Consultancy Inc. - Research Executive

Sector: Food & non-alcoholic beverages, cosmetics & personal care, oral care, tourism, building sectors

Research Type: Usage and Attitudes Research, Product and Concept tests, Packaging test, Shelf Test (Market Simulation), Brand Image research, Advertising Research (Pre and Post Tests), Customer and Employee Satisfaction Research

07/2003 – 08/2003

Ministry of Foreign Affairs Center for Strategic Research, Turkey - Trainee

06/2002 – 06/2003

AIESEC İstanbul - Director of Projects

10/2000 – 05/2002

AIESEC İstanbul - Member

LANGUAGE SKILLS:

	Level:	Source of Knowledge:
English	Excellent	American Robert College (1992-1999)
German	Beginner	American Robert College and Goethe Institute (1996-1998 and 2001)

MS OFFICE, ANALYSIS & WEB DESIGN PROGRAM KNOWLEDGE:

MS Office Applications (Word, Excel, Power Point, Outlook), EasiQuest, Desktop Reporter (RFS), SPSS, Amos, Google Analytics, Adobe Muse

SCHOLARSHIPS & AWARDS:

NIELSEN Art Award	Customer Relations Management	2013
Jean Monnet Scholarship	Postgraduate Study	2003-2004
Hisar Education Association (HEV)	Undergraduate Study	1999-2003
American Robert College Partial Scholarship	High School	1998-1999