



Ceren Oruc

Marketing | Communications | PR | Events

📍 Glasgow, UK

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Languages

English (Fluent)

Turkish (Fluent)

Spanish (Basic)

About

Versatile marketing executive with background in luxury fashion, events cosmetics, and entertainment. Skilled in campaign management, social media, email and experiential marketing. Recognised for propelling Panoptic Event's marketing, securing a nomination for 'Excellence in Communication' at the Glasgow Business Awards 2021.

BRANDS WORKED WITH

DF Concerts & Events

Ibiza Fashion

Panoptic Events

Wearfer

Experience



● Marketing and Communications Assistant

DF Concerts & Events | Nov 2021 - Jul 2022

- Managed social media channels over a total of 100k following – Scotland's largest music organisation.
- Spearheaded the production and distribution of press releases, articles, customer emails, and media responses - ensuring effective communication with stakeholders.
- Coordinated with artist managers for localized artwork production, distributing assets and information to venues.
- Actively represented the company at festivals to secure comprehensive coverage on TV and radio channels, ensuring the acquisition of ample content.
- Development and implementation of effective marketing and communications campaigns across all media platforms.
- Production and distribution of press releases, website articles, customer emails, responses to media and statements.
- Manage and maintain Gigs in Scotland website including adding all new shows outside for King Tut's, updating ticket links, adding news articles and SEO
- Add all DF Shows outside of King Tut's to Live Nation's website (LINC's) and liaise with Live Nation website manager to ensure all show information is correct and up to date.
- Manage, update and implementing the Team up calendar for all new shows and events outside of King Tut's and the Gigs in Scotland content calendar
- Digital lead for Gigs in Scotland social channels and email marketing and implementing the digital strategy set out by the Gig Marketing Manager & Digital Marketing Executive.
- Requesting Facebook Ad Access for all DF artists and creating / updating all Facebook Events for DF
- Social monitoring – replying and building answer bank for all channels working with Customer Relations Manager
- Analysing and reporting on Gigs in Scotland organic content across digital platforms
- Keep marketing spend up to date for all shows - inputting spend for each show into Monday.com and uploading the invoices
- Venue Websites & Support
- Supporting on festivals and outdoor digital campaigns as and when required
- Monitor competitors' activities and identify new industry and marketing trends
- Undertake other activities in support of the marketing team as requested



● Marketing Executive

Panoptic Events | Mar 2021 - Sep 2021

(Remote)

- Produced engaging content, including e-books, blogs, and copy for newsletters and the website.
- Exclusively managed and led highly successful social media initiatives, assuming full ownership of the process.
- Managed campaigns in alignment with the annual event calendar,

- demonstrating adaptability to real-time news.
- Executed monthly competitor analysis for strategic insights.



● Marketing Assistant

Ibiza Fashion | Mar 2021 - Sep 2021

(Remote)

- Successfully developed the company's digital newsletter from concept to completion, resulting in the acquisition of two sponsorships and garnering press coverage in London and Ibiza.
- Nurtured relationships with influencers throughout the event planning process, fostering ongoing collaboration.
- Overseeing backstage support and managing social media activities during the annual fashion show.



● Marketing & PR Executive

Wearfer | Nov 2022 - Now

- Formulated dynamic marketing strategies, elevating the company's sustainable fashion presence internationally.
- Facilitated partnership development by taking a lead role in identifying and onboarding designers for the second collection, fostering key relationships crucial for business growth.
- Played an integral role in photoshoots by contributing creative input, ensuring seamless execution, and sourcing models to enhance the brand's visual representation.

Education & Training

2015 - 2019

● University of Strathclyde

BA, BA in Marketing and Business Enterprise with Honours and International Studies