

Iraz Polat

Branding

View the full portfolio at <http://www.thecreativefinder.com/irazpolat>

Professional Experience and Curriculum Vitae

Dokuz y?ldan bu yana pazarlama ileti?imi alan?nda deneyim kazanan Iraz, McCann Erickson'da stratejik planlamac?lık görevinin ard?ndan, marka taraf?nda Audi, Camper, Contemporary Istanbul gibi global markalar?n ileti?im y?neticili?ini yapt? ve b?t?nle?ik pazarlama ileti?imi konusunda uzmanla?t?. Iraz, t?keticisi nabz?n? tutmakla yetinmeyip, yarat?c? s?reci ?ekillendirirken birden fazla disiplinle ili?ki kurarak ?zg?n marka deneyimleri olu?turmay? benimsemi?tir. ?a?da? tasar?ma ve sanata olan ilgisiyle ICE, Size Magazine, tasar?m gazetesi gibi mecralara yaz?lar?yla katk?da bulunmaktad?.

Previous Clientele

FMCG
Nestle, Mey ??ki - Yeni Rak?, Miller, Beck's
Finans
T.C. Ziraat Bankas?
Kozmetik
Lancome, Biotherm, Avon
K?lt?r/Sanat
Contemporary Istanbul
Moda/Perakende
Camper, Accessorize, Tommy Hilfiger, T.box
Otomotiv/Di?er
Audi, Castrol

Awards and Accolades

Please kindly get in touch for more information.

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