

STRATEGY • COMMUNICATION • DESIGN • MANAGEMENT

# MAHIR TURAN

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**PORTFOLIO**

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# 01

## About Me

*I see **communication** not merely as a tool for visibility, but as a **strategic asset** that supports organizations' reputation and sustainable growth.*

As a professional with more than 20 years of experience in corporate communications, brand management, visual communication, and creative content production, I have been involved throughout my career in communication projects that supported the growth objectives of brands operating across various industries. Projects that combined strategic thinking, creativity, and a results-oriented approach have been among the key building blocks of my professional development.

I view communication not merely as a tool for visibility, but as a strategic asset that strengthens corporate reputation and supports sustainable growth. With this perspective, I approach design, content, marketing, and communication as interconnected disciplines, placing great importance on building strong and lasting connections between organizational goals and stakeholder expectations.

One of my greatest sources of motivation throughout my career has been my curiosity for learning and continuous improvement. I closely follow evolving communication dynamics, emerging technologies, and innovative production methods, while placing particular emphasis on understanding the opportunities offered by artificial intelligence, digital transformation, and data-driven communication approaches, and integrating them into business processes.

I believe that the experience I have gained through projects of varying scales has enabled me to develop a broader perspective in planning, coordination, and process management. I am convinced that creativity delivers stronger outcomes when supported by the right strategy, effective teamwork, and disciplined execution. Therefore, I strive to focus not only on aesthetic outputs but also on measurable impact and sustainable success in communication initiatives.

In my spare time, I enjoy playing tennis and chess, and whenever possible, I travel to explore different countries and cultures. I believe that experiencing new geographies, diverse lifestyles, and cultural perspectives contributes significantly to the ability to view situations from a broader and more insightful perspective.

I believe that the knowledge and experience I have accumulated throughout my career can contribute meaningful value to communication initiatives that strengthen brand equity, enhance corporate reputation, and support long-term organizational goals.



## 02

# Professional Journey

*My career journey, which began in **graphic design**, has evolved over time into a **multidisciplinary perspective** encompassing brand management, corporate communications, and strategic marketing.*

Throughout my professional career, I have had the opportunity to take on diverse responsibilities in graphic design, visual communication, brand management, and corporate communications. Beginning my career in design-focused roles, I gradually expanded my scope to include communication strategies, brand management, marketing processes, and team coordination.

Working with organizations and brands across different industries has enabled me to view communication not only through the lens of creative production but also from the perspectives of business objectives, brand value, and corporate reputation. I believe these experiences have provided me with a strong foundation in interdisciplinary thinking and in collaborating with diverse stakeholders toward common goals.

Throughout my career journey, I have made a conscious effort to stay closely aligned with evolving communication technologies, digital transformation processes, and emerging production methods. In recent years, I have placed particular emphasis on learning about the opportunities offered by AI-powered content creation, digital marketing, and data-driven communication approaches, and on integrating them into professional practice.

Each project I have been involved in has provided not only professional experience but also valuable opportunities to gain new perspectives, learn continuously, and further develop myself.

# 03

## Skills & Expertise

*The experience I have gained across different industries and areas of responsibility has helped me build a multidisciplinary expertise that brings together **creative production, brand management, and corporate communications**. I believe that integrating **strategy, content, and design** within communication initiatives leads to more sustainable and impactful results.*

I believe that bringing together different disciplines within communication projects leads to more effective outcomes. For this reason, rather than focusing on a single area of expertise throughout my career, I have chosen to work across complementary fields such as design, content creation, brand communication, digital platforms, and project management.

Today, my experience covers a broad range of responsibilities, from developing creative concepts and communication strategies to content production and team coordination. I believe that the ability to build bridges between different areas of expertise provides a significant advantage in achieving organizational communication objectives.

I am convinced that the strongest communication outcomes emerge when creative ideas, sound strategy, and teamwork aligned around shared goals come together. Therefore, I strive to approach every project not merely as a communication initiative, but as an investment that contributes to the long-term value of the organization.

In summary, the experience I have gained throughout my career has provided me with the opportunity to work across a wide spectrum of disciplines, ranging from creative production and corporate communications to brand management, project coordination, digital platforms, and production processes. Working at the intersection of technology, production, and communication has enabled me to approach projects not only from an execution perspective, but also through the lenses of planning, organization, and sustainable results.

# 04

## Selected Projects

*Each project offered a unique story, a distinct objective, and a valuable learning experience. The following pages feature a selection of projects that represent this journey.*

The projects I have been involved in throughout my career have provided opportunities to collaborate with organizations that had diverse needs and objectives. Each project required the development of a unique approach shaped by its own dynamics, priorities, and expectations.

Over time, I learned to focus not only on the final outcomes but also on the process that leads to those outcomes. I have observed that treating research, planning, coordination, and implementation as an integrated whole results in healthier and more sustainable outcomes.

Throughout my professional life, I have contributed to projects across a wide range of sectors, from established corporate brands and startups to manufacturing companies and service-oriented organizations. These experiences have given me valuable insight into different business models and organizational cultures.

The projects featured in this section represent tangible examples of the experience, learning, and professional growth accumulated over the years. Each reflects a real-world project undertaken with the goal of addressing a specific need and delivering meaningful solutions.



## BYD SHARK

Campaign Strategy & Concept Design

**Client** : BYD Europe

**Location** : Frankfurt, Germany

**Category** : Automotive Advertising Campaign

**Services** : Concept Development, Art Direction

### About the Project

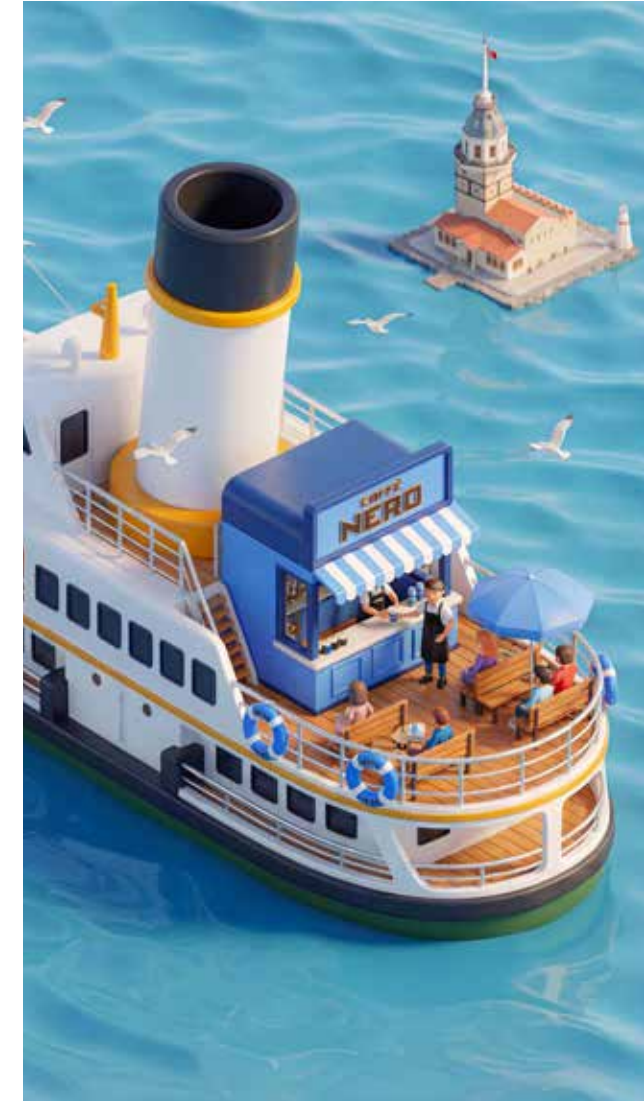
This project was developed as part of a concept advertising campaign designed to highlight the durability, power, and versatility of the BYD Shark. Throughout the campaign, the focus extended beyond the vehicle's technical specifications to emphasize its performance perception across diverse environments and challenging conditions.

### Communication Approach

Built around the slogan "Redefine The Limits Of Power," the campaign highlighted the vehicle's boundary-pushing character through the use of glaciers, mountains, waterfalls, and extreme terrain conditions.

In the visual compositions, the relationship between scale, nature, and machine was deliberately emphasized, while a powerful cinematic atmosphere was created to reinforce the brand's premium positioning and perception.





## Caffè Nero

Social Media Campaign

**Client** : Caffè Nero

**Location** : Istanbul

**Category** : Food & Beverage / Retail

**Services** : Campaign Concept Development, Art Direction

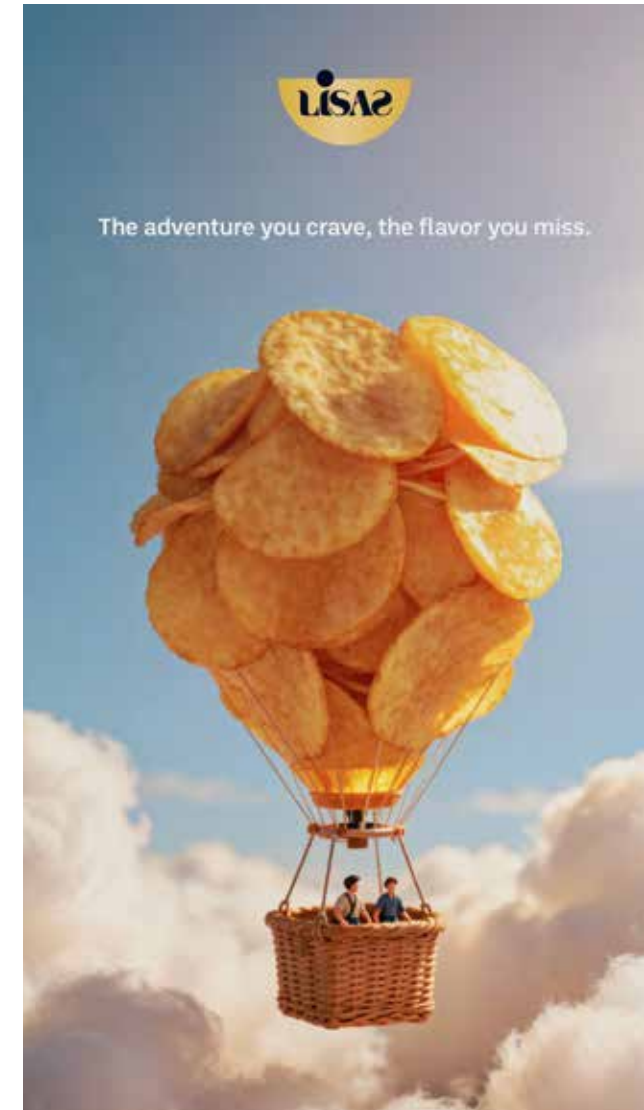
### About the Project

Creative campaign concepts featuring miniature three-dimensional scenes were developed to support Caffè Nero's warm, welcoming, and everyday lifestyle-oriented brand identity.

### Communication Approach

The campaign focused on the idea that the brand is not merely a place that serves coffee, but a gathering space where people enjoy meaningful moments. Based on this concept, visually engaging stories were created to establish an emotional connection with the audience.





## Lisa's Chips

Social Media Campaign

**Client** : Lisa's Chips

**Location** : Baden-Württemberg, Germany

**Category** : Food & Beverage / Retail

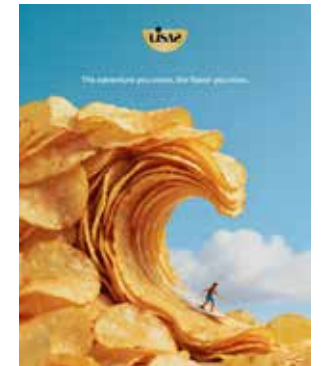
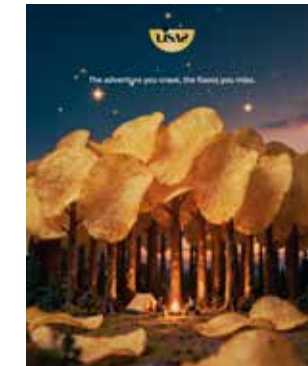
**Services** : Campaign Concept Development, Art Direction

### About the Project

For this campaign created for Lisa's Chips, a creative communication approach was developed that emphasized the brand's spirit of discovery, fun, and freedom rather than directly highlighting product features. Potato chips were reimagined through unconventional metaphors such as a hot air balloon, a campsite, and an ocean wave, giving the brand a distinctive and memorable character.

### Communication Approach

A communication approach was adopted that focused less on the product's physical attributes and more on the emotions it evokes in consumers. Through a visual world built around themes of adventure, sharing, and discovery, the campaign aimed to create a warmer and more memorable connection between the brand and its target audience. AI-powered creative production techniques were utilized to develop engaging, attention-grabbing, and highly shareable content.





## Voelkel

Social Media Campaign

**Client** : Voelkel

**Location** : Niedersachsen, Germany

**Category** : Food & Beverage / Retail

**Services** : Campaign Concept Development, Art Direction

### About the Project

This project was designed to illustrate the connection between the fruit—the product’s natural source—and the end consumer through a visual metaphor. The bottle was positioned as a natural extension of the orange tree trunk, emphasizing the product’s authenticity, freshness, and natural purity.

### Communication Approach

Warm lighting and an organic composition were used to reinforce the feeling of freshly squeezed fruit. Rather than focusing on the production process, a simple yet powerful visual language was adopted to create a direct perception of natural origin and authenticity in the consumer’s mind.





## Müller's Mühle

Social Media Campaign

**Client** : Müller's Mühle

**Location** : North Rhine-Westphalia, Germany

**Category** : Food / Rice & Legume Products

**Services** : Campaign Concept Development, Art Direction

### About the Project

The objective of this campaign series was to present rice not merely as a food product, but as the foundation of imaginative and distinctive visual stories. Rice grains were placed at the center of fictional scenes featuring villages, mountains, and exploration landscapes, creating a strong emotional connection between the product and the audience.

### Communication Approach

Through this approach, the brand was positioned beyond being simply a kitchen-related product, adopting a warmer, more memorable, and emotionally engaging communication style. The campaign consisted of concept-driven creative works designed to capture attention across digital platforms and strengthen the brand's presence in consumers' visual memory.





## Felicetti

Social Media Campaign

**Client** : Felicetti

**Location** : Predazzo, Italy

**Category** : Food / Rice & Legume Products

**Services** : Campaign Concept Development, Art Direction

### About the Project

Each creative concept was designed to capture the audience's attention by associating different product varieties with unique visual stories. Pasta-themed parks, gardens, and imaginative landscapes made entirely of pasta were created to establish a strong emotional connection between the product and the viewer. The primary objective of the campaign was to move beyond conventional product photography and give the brand a more artistic, playful, and memorable character.

### Communication Approach

Rather than directly communicating product features, the communication strategy invites the audience into a world shaped by imagination. Through this approach, the brand is associated with creativity, variety, and vitality, creating a stronger emotional impact and a more memorable brand experience.













## 05

# Project Management

*I view **projects** not merely as processes that need to be completed on time, but as **strategic opportunities** that **unlock team potential** and create value toward achieving organizational goals.*

I believe that for a project to progress successfully, it is essential to maintain a clear understanding of every stage of the process. For this reason, I focus not only on the final outcome but also on the entire journey, from preparation and planning through execution. Identifying potential challenges early and developing effective solutions is one of my key priorities in project management.

Throughout my career, I have had the opportunity to contribute to projects of various scales. These experiences have helped me recognize the gap that can exist between planning and real-world execution, while also reinforcing the importance of making timely and informed decisions when circumstances change. I make a conscious effort to evaluate the unique conditions and requirements of each project with care and attention.

I believe that open communication and mutual trust are fundamental to effective teamwork. In my experience, projects progress more smoothly when team members clearly understand their responsibilities and have access to the support they need. For this reason, I consider the working environment to be just as important as coordination itself in achieving project success.

For me, project management is about far more than simply tracking tasks and deadlines. It means taking ownership of the entire journey from the initial idea to the final delivery and striving to create value at every stage of the process.

## 06

# Social Responsibility Projects

*I believe that **projects that create social value** not only address important needs but also **build lasting connections** between people and **contribute meaningfully to the future.***

Throughout my professional career, I have believed that the knowledge, experience, and skills I have gained should be applied not only to professional projects but also to initiatives that create social value. For this reason, I have sought to contribute, whenever possible, to projects focused on education, culture, the arts, and community development. I believe that even small contributions can create meaningful change over time, and that sharing one's expertise where it is needed is valuable both on a personal and societal level. Below are some of the initiatives to which I have had the opportunity to contribute.

- I produce documentary content focusing on the civilizations, cultural heritage, and architectural treasures that have shaped Anatolia's thousands of years of history. Through these works, I aim to help international audiences gain a deeper appreciation of our country's rich historical legacy.
- I voluntarily contributed to the concept development, project planning, and communication efforts of a mobile library initiative designed to provide children with greater access to books and educational resources.

- I have supported young people and adults in developing creative skills by providing free training in Adobe Photoshop, Illustrator, and Graphic Design through Public Education Centers.

- I have volunteered my time to support local theatre groups facing operational challenges by creating posters, brochures, social media content, and promotional materials, and I continue to contribute to cultural and artistic initiatives whenever possible.

- I have assisted associations and non-governmental organizations engaged in social impact initiatives by designing visual communication materials free of charge, helping their projects reach wider audiences and increase their visibility.

# 07

## Artificial Intelligence & Automation

*I believe that **artificial intelligence and automation** are not merely technologies that improve operational efficiency, but **strategic tools** that support smarter decision-making, enable new business models, and help organizations prepare for the future.*

I view artificial intelligence and automation technologies in corporate communications not as replacements for human creativity, but as supportive systems that enable teams to work more efficiently, quickly, and strategically. Particularly in processes involving intensive content production, data analysis, and reporting, these technologies can reduce operational workloads and allow communication professionals to dedicate more time to strategic planning and creative initiatives.

Within corporate communications departments, AI-powered systems can make significant contributions in areas such as content ideation, social media planning, audience analysis, media monitoring, and tracking digital perception surrounding an organization. As a result, communication teams can move beyond simply analyzing past data and gain the ability to identify emerging trends earlier, enabling more proactive decision-making.

Automation technologies can also enhance the management of repetitive and routine processes. Tasks such as content scheduling, press release distribution, report generation,

media coverage classification, and consolidating data from multiple platforms can be largely automated, resulting in both time savings and reduced risk of human error. This allows teams to focus less on operational details and more on the strategic aspects of communication.

I believe that the future success of corporate communications departments will depend not only on crafting compelling messages, but also on building structures that can interpret data effectively, leverage technology efficiently, and adapt quickly to evolving communication behaviors. I see artificial intelligence and automation as essential components of this transformation, capable of delivering far greater results when combined with human experience, creativity, and strong organizational values.

# 08

## Key Performance Indicators (KPIs)

*I believe that **measurement and performance** indicators are not merely reporting tools used to evaluate past results, but strategic management instruments that enable organizations to make informed decisions, **optimize resource utilization**, and support sustainable growth.*

Well-defined KPIs within corporate communications departments can help ensure that decisions are based on stronger and more reliable data. Evaluating a combination of metrics such as media visibility, reach, engagement rates, brand perception, employee communications, event performance, and user behavior across digital platforms can contribute to the development of more effective communication strategies. This approach makes it possible not only to measure activities, but also to understand the outcomes and impact they generate.

One of the most significant benefits of measurement processes is their ability to support more efficient resource allocation. Data that reveals which initiatives create the greatest impact, which channels reach target audiences most effectively, and which areas require improvement can help optimize communication budgets and team resources. This approach also encourages a culture of continuous improvement and informed decision-making.

Today, I believe that corporate communications departments have evolved beyond simply producing content or managing messages, becoming strategic business partners capable of making data-driven decisions. For this reason, I view KPI and measurement processes not merely as reporting mechanisms, but as essential management tools that strengthen organizational communication capabilities, uncover opportunities, and support future decision-making.



## 09

### Approach & Vision

*I believe that **professional growth** is achieved not only through experience, but also through maintaining **curiosity, a commitment to learning, and an openness to change.***

The experiences I have gained throughout my career have shown me that working across different disciplines not only provides new knowledge but also develops the ability to view challenges and opportunities from multiple perspectives. From graphic design and corporate communications to project management and emerging technologies, one of my greatest sources of motivation has always been a desire to remain curious and continue learning.

In my professional life, I believe that a mindset focused on continuous improvement is more valuable than the pursuit of perfect solutions. The ability to adapt to changing circumstances, embrace new knowledge, and apply experience across different fields provides a significant long-term advantage.

At this stage of my career, I see my knowledge and experience as the natural result of the roles and responsibilities I have undertaken over the years. However, I also believe that a professional journey is never truly complete; every new project, every new person, and every new experience offers another opportunity to learn and grow.

For this reason, my most important goal for the future is to continue expanding my knowledge and expertise, gain new perspectives, and preserve the passion for creating, learning, and contributing that has guided me throughout my career.





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