

# Ozlem Seckiner

As an accomplished producer in the advertising industry, I thrive in dynamic and fast-paced environments, bringing creative concepts to life and delivering impactful campaigns. With 15 years of experience, I possess a proven track record of successfully managing projects from conception to completion while exceeding client expectations. My expertise lies in coordinating and leading diverse teams, encouraging collaboration, and ensuring seamless production processes. Moreover, I collaborated with fashion professionals to execute eminent fashion shoot projects for diverse clients.



## Experience

June 2023-Cont.

### Freelance Creative Producer

**Seckiner Production Ltd.**, London, UK & Istanbul, TR

- Producer of her first feature film "Borderlining" which is about to be shot in three countries.
- Producer of commercial films for several multinational brands.

Apr 2022-June 2023

### Producer

**212 Studio, Photography and Film Productions Ltd.**, Istanbul, TR

- Led highly intensive fashion and commercial photo & video projects with a creative direction with An Le, Dan Beileu, Hunter&Gatti and well-known top models for Beymen in LA.
- Was a part of Mercedes-Benz, Vodafone, Netflix, Disney Plus, Expedia, Fanta, ING Bank, QNB Finansbank, Tecno Mobile, La Mer, Yemeksepeti/DeliveryHero, Bobbi Brown, Beymen, Academia, Network commercial shoots as a producer.
- Took part as a producer in the organisation of the 212 Photography Festival, supervised exhibition installations and organized, and executed assets such as films and photographs produced for the festival.
- Produced the short film "In Limbo" aired on Nowness and sponsored by GAP and Zalando.

Apr 2021-Apr 2022

### Freelance Producer

**Seckiner Production Ltd.**, Istanbul, TR

- Managed a 15-day TVC and ad visual photo shooting rally with TBWA\Istanbul Agency for Molfix brand -one of the most selling diaper brand in MENA region- for the Morocco, Pakistan, Tunisia, Egypt and Algeria markets with the celebrities of those countries .
- Acted as freelance agency producer of Format C agency for Tefal the Mother's Day campaign, the first Tefal commercial shot in TR.
- Had a hand in selecting the production company and director and managed the entire project for the block-busting and award-winning commercial for the top-rated news aggregator app Bundle. Received local Felis and Crystal Apple Awards.

Oct 2020-Apr 2021

### Producer

**Octopus Production Ltd.** Istanbul, TR

- Lead the film production processes for the brands such as Samsung, Turkish National Lottery Inc., Godiva, McVities Biscuits, Tadim nuts for the EMEA markets.

Jun 2018-Oct 2020

### Producer

**2012 Production Ltd.**, Istanbul, TR

- Led the production processes for the brands such as Mercedes-Benz Istanbul Fashion Week, MediaMarkt, Ziraat Bank, Colin's Jeans Fest, Unilever-Pure Line, Park Hyatt Hotel, SOCAR-IKSV and local leader Caykur Didi Ice Tea.
- Executed the productions of Tarkan and Hadise's music videos sponsored by Fanta and Award-winning 28<sup>th</sup> Akbank Jazz Fest films projects.

Nov 2013-Jun 2018

### Entrepreneur

**Bakery Works Patisseries Ltd.**, Istanbul, TR

- As an entrepreneur, developed a start-up patisserie chain with five branch stores.

### Freelance Producer

**"Hello Africa" Short Film (2018),**

- 2022, TRT World Citizen Film Festival, runner up.
- 2020, 53<sup>rd</sup> WorldFest-The Houston International Film Festival, USA, Gold Remi Award
- 2020, 12<sup>th</sup> Dyatiatko Film Festival, Ukraine, Best DP Award
- 2020, 3<sup>rd</sup> International Izmir Film Festival, TR, Best Short Film Award

Cont.

## Contact

150 Woodseer Street,  
E15HQ, London, UK

+44 7342 562106

seckiner@gmail.com

www.ozlemseckiner.com



## Competences

Qualified in pre-production, set & post-production processes for,

- TV commercials
- Video content creation
- Music videos
- Short films
- Commercial & editorial photography including fashion.

Production expertise,

- Interpretation from both technical and artistic aspects,
- Production budget planning and optimisation
- Creative team management
- Client management
- Production process negotiations
- Scheduling production calendar

Creative vision,

- Have a keen eye for detail,
- Have the ability to transform ideas into visually captivating compelling campaigns.

Practised in independent cinema,

Conversant on fashion design,

Good understanding of festival organisations.

## Languages

English



Turkish



Swedish



## Skills

MS Office



Keynote



Digital and Analog Cameras

# Ozlem Seckiner, cont.

Mar 2013-Nov 2013

## Film & VFX Producer

**IDA Pictures, Visual FX Studio, Istanbul, TR**

- Oversaw producing the entire visual content of a prime-time leader long-term broadcasting for a TV channel.
- Carried out the production process of several commercials with VFX. Coordinated an multinational creative team with 3D and VFX artists.

Aug 2012-Mar 2013

## Festival organization associate

**Festival Concept Ltd. & Izmir Cinema Association, Izmir, TR**

- 1st Malatya International Film Festival (MIFF)
- 12th International Izmir Short Film Festival
- 1st Turkish Film Festival in Beirut, Lebanon

Mar 2012-Aug 2012

## Producer

**Neverland Films, Commercial Productions Ltd., Istanbul, TR**

- Involved in founding the company and producing TVCs and digital video content.
- Was responsible for international talent scouting and sustainable communication with the stakeholders.

Aug 2011-Feb 2012

## Producer

**Kala Film, Production House & Mojo FX, Animation and VFX House, Istanbul, TR**

- Supervised the production process of TVCs shot by both local and international directors for the clients such as Burger King, Vodafone, Turkcell, Inanlar Construction.
- Was responsible for creating new markets, conducting marketing activities for Mojo FX, and scouting international talents for both companies.

Jan 2009-Jul 2011

## Agency Producer

**Young & Rubicam + Wunderman Advertising Agencies, Istanbul, TR**

- Maintained budget, negotiated contracts, and supervised production staff.
- Was a negotiator between the agency, client, and production firm to be agreed on the creative idea and the other budgeting details.
- Served as the liaison between the agency and the production companies.
- Scouted emerging talent to engage the best suppliers for each project.
- Was responsible for the oversight of all aspects of producing TV commercials, viral films, digital campaigns, tabletop films, radio ads, photo shootings, adaptation, modification, and implementation of network brand TVCs and TV sponsorships for the clients such as Danone, Burger King, Aviva, ING Bank, Arcelik, Land Rover, Alfa Romeo, Barilla, Colgate Palmolive, Kotex, Huggies, LG, Microsoft, Nokia, Pantene and Yeni Raki.

## Education

2015-cont.

### MSc., Industrial Product Design

**Istanbul Technical University, Faculty of Architecture, Istanbul, TR**

2007-2009

### MSc., Marketing, Management and Society

**Stockholm University, School of Business, Stockholm, SE**

Granted full scholarship by Swedish University Admissions Authority

Thesis: Artistic Products from Marketing and Consumption Perspectives

2001-2006

### BSc., Business Administration

**Yeditepe University, Faculty of Economics & Administrative Sciences, Istanbul, TR**

Graduated with full scholarship and honours

## Other occupations

2008-2009

### AIIESEC Organizing Committee President, Stockholm, SE

Coordinated the event team, planning and organizing the event by facilitating accommodation, catering, workshops, seminars, and parties.

Jun-Sept 2004

### Exchange Program Student, SU of New York at New Paltz, NY, USA

Courses: Consumer Behaviour, History of Film, and American Culture through Conversation



## Seminars and workshops

Mar 2011

**Y&R Internal Training:  
Digital and Interactive  
Marketing Strategies,  
Istanbul, TR**

By Thom Kennon, Strategy Vice  
President at Y&R New York

Oct 2010

**Seminar:  
New Media Conference,  
Istanbul, TR**

By Chris Anderson, Seth Godin, David  
Goodman, Christian Hernandez

Feb 2009

**Seminar:  
Turkey's Political Standing,  
Stockholm, SE**

By Committee on European Union  
Affairs at the Swedish Parliament

Nov 2008

**Seminar: Marketing Speeches,  
Stockholm, SE**

By Marketing Guru Philip Kotler and  
Founder of Skype Niklas Zennström

Oct 2008

**Workshop and Seminar:  
Turkish Labour Market in  
Sweden and Norway,  
Oslo, NO**

By TSAF-Turkish Student and  
Academics Foundation

Oct 2007

**Seminar:  
The Model of Swedish Social  
Democracy and Turkey,  
Stockholm, SE**

By ABF

Feb 2007

**Workshop:  
Being Marketing Genius,  
Istanbul, TR**

By Advanced Level Marketing Program,  
Egitisim Career Institute.

May 2007

**Seminar:  
Marketing Talks,  
Istanbul, TR**

By Sabanci University