

Özlem Dalga

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CAREER SUMMARY

Media Management Executive with more than 20 years of progressive leadership experience. Award winning journalist noted for content and corporate entrepreneurial vision, planning and organizational skills. Strong developer and manager of people and content. Corporate communication strategy development and extensive media management experience in international companies such as PHILIP MORRIS, BLOOMBERG, DFDS.

WORK EXPERIENCE

DFDS BU MED

December 19- Present

Sales & Marketing /PR & Communication Manager

- Develops annual communication plan compatible with the company's business targets
- Coordinates and carries out corporate communication operations in coordination with DFDS Group and 3rd parties such as PR companies, advertising agencies and digital agencies etc.
- Prepares distributes, and follows-up on via all necessary channels, press bulletins, questions & answers and interview texts, in accordance with the organization's business targets
- Prepares corporate publications through internet and to share them with the overseas corporate communication team
- Organizes preparations, control, printing and distribution of the organization's publications
- Ensures maintenance of relations with the press within the scope of the strategy determined
- Coordinates media planning and media purchasing processes of the organization
- Organizes corporate event practices (e-bulletins, magazines, seniority prizes etc.) and internal communication activities (management briefing)
- Publishes the DFDS magazine containing up-to-date information, for external stakeholders on a needed basis,
- Organizes domestic and overseas events, congresses and fairs,
- In charge of design, update and ensure production of marketing materials (promotion materials, posters, brochures etc.)
- Manages, keeps up-to-date, and ensures compliance with global policies, of the organization's website and social media network accounts.
- Monitors and ensures the control of the correct use of the corporate identity,
- Produces Corporate Social Responsibility and sustainability projects, supports Corporate Social Responsibility projects of different departments in the organization, and to get involved in communication practices,
- Manages events and sponsorships, and contributes to sponsorship communication
- Makes cooperation with 3rd party stakeholders such as non-governmental organizations, and provides participation in and contribution to such cooperation together with the other departments which will make contribution on behalf of the organization
- Plays an active role in trainings and events organized together with the Human Resources Department
- Prepares, keep up-to-date, and manages the corporate crisis management plan in relation to important events
- Prepares and submits the reports of the relevant division
- Represents the company at required organisations.
- Represents BU MED at annual corporate communication strategy meetings,
- Represents BU MED at weekly global communication marketing meetings, and to ensures cooperation between business unit and global business partners

**Philip Morris SA A.S; MKG
Consultant**

August 18- Dec19

- Media/Communication strategy, roadmap development, project planning and execution management

**Philip Morris SA (PMSA)
Corporate Affairs/Communication Manager**

July 15- July 18

- Represented the company as a spokesperson by being fully aware of Turkey specific and general industry and Philip Morris (PM) issues and corporate positions on these matters.
- Represented PMSA at industry and business related organizations (TAIK; MKG; TUSİAD; GYİAD; YASED)
- Created public awareness on PM's worldwide corporate image and its scope of activities feed in positive stories on PM on a continuous basis.
- Planned and generated resources to be used for driving PM's positions mainly in print press and electronic media.
- Organized briefings background information sessions and press conferences
- Advised participants and gave on comments whenever relevant.
- Developed and implemented a systematic plan to widen communications network in Istanbul, İzmir and Ankara.
- Enhanced PM's relations with the printed and electronic media and enhanced media monitoring capability to establish an early warning system thus enable Corporate Affairs (CA) department to be more pro-active.
- Tracked on a monthly basis the media coverage on PM and the industry issues to identify trends in public opinion accordingly develop and implemented a monthly key journalist call plan to enhance more balanced and positive reporting on PM.
- Developed locally tailored arguments on major corporate affairs issues, aim that designated target groups and communicated them exclusively and effectively.
- Drove and monitored Corporate Affairs (CA) media relations consultants to ensure their contributions to overall objectives and activities and train them.
- Developed, directed; implemented programs tobacco related interest groups (tobacco growers, wholesale trade and retailers) to enlist their support for industry issues in line with PM objectives.
- Assisted Corporate Affairs (CA) Director to maintain and further enhance contacts with business groups, effectively communicate PM's position on major issues.

ACCOMPLISHMENTS

- Became the media coordinator for TAIK's annual media conference in 2017;
- Enabled PMSA Managing Director Enrique Jimenez to take part in the Discover The Potential Campaign with leading global CEO's in Turkey as a result positioned Enrique Jimenez as a supporter of economy in Turkish media
- Launched Marka Koruma Group's (MKG) report on illicit Trade together with Business Journalist Association (EGD) in 2017
- Took active part in Gender related working groups in TUSİAD; GYİAD. Consulted GYİAD'S Eşitlik Zamanı campaign in 2018
- Founded KAMP project with Turkey's leading women's NGO KAGİDER with PMSA where PMSA executives mentor young women on their career journey.

Economy Coordinator, Anchor, Columnist

- Was in charge of sponsorships and projects, works with the advertorial team to increase channel's overall revenues.
- Managed external communications.
- Headed the economics department at Bloomberg HT TV, organized editors, reporters, anchors, guest coordination to create business coverage for the channel
- Presented a weekly interview shows with global political and business leaders ; *YÖNETİM KATI*; and with entrepreneurs bi-monthly *with GİRİŞİMCİLİK ENDEKSİ*
- Wrote a weekly column for Haber Turk Newspaper business section
- Was in charge of the strategic direction for Bloomberg HT brand together with the executive team and ensured cross functional operation
- Led communication with Bloomberg International team every 3 months.
- Took major part in creating and launching Bloomberg HT TV as new business channel in the Turkish media sector.
- Managed all negotiations between Ciner Group and Bloomberg L.P. for the creation of a new channel.

AWARDS

- Received EGD best TVshow award in 2010,2012,2014
- Received EMD-Altın Kalem award in 2014
- Received MUSİAD Best TV program award in 2012

Ciner Media Group/ HABER TURK TV

2008-2010

Anchor, Head of Economics Department

- Ran the economics department at HABERTURK TV, organizing the editors, reporters and producer.
- Presented daily shows *PIYASALARDA BUGÜN* and *SEKTÖR DOSYASI* every weekday.
- Wrote a weekly column for HABER TURK Newspaper business section

Cine 5

2007-2008

Editor/Co-Anchor

- Worked as an editor/co-anchor for the channel's prime time news

CNBC-e

2000-2005

Editor/Presenter

- Worked as a news editor/presenter in business and economics news
- Co-anchored and presented the news in the morning show *GERİSAYIM* and mid-day show *FINANS CAFE*
- Worked at the market desk, presented market reports live from the studio and the Istanbul Stock Exchange.
- Worked on the foundation of the channel. Was in the team which reformatted CNBC's regular programming for the Turkish market.

NTV, Kanal E

1999-2000

Reporter

- Worked as a reporter on business and economics news

Kanal D

1999

Reporter

- Worked as a reporter in the News Department

MAJOR ON-SCREEN ACCOMPLISHMENTS

- On the board of EGD (Business Journalist Association)
- Launched Bloomberg HT from Davos. Secured an exclusive interview with the IMF Managing Director which led to Turkey ending talks over a new loan.
- Interviewed global leaders including Tony Blair, Angel Gurrria, Muhtar Kent, Jean Claude Trichet, Indra Nooyi and Nouriel Roubini.
- Live coverage from Davos in 2009, made 19 exclusive interviews and after the “one minute” crisis between Erdogan and Perez, carried the news channel to number 4 in the ratings after the entertainment channels.
- Presented the news when the Iraq war broke out
- Presented the news during 9/11

EDUCATION

KOÇ UNIVERSITY
Executive MBA

Istanbul, Turkey

NORTHWESTERN UNIVERSITY
Bachelor of Arts
Major in Communication Studies, Minor in Economics

Chicago, USA

L'INSTITUT LE ROSEY
High school

Geneva, Switzerland

LANGUAGES

- Fluent in English, French
- Intermediate in Italian