



ALI YORGANCIOĞLU

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EXPERIENCE

2008 - Current

LOOP AGENCY & DIRTY CHEAP CREATIVE, Interactive Advertising & Video Partner

- Partnered with Burak Yamalica of [Loop Agency](#) to expand Loop Agency's services and partnered with [Mehmet Kızılay](#), to start [Dirty Cheap Creative](#). Dirty Cheap Creative is a creative digital video production & broadcasting agency focusing on video production for online advertising, internal strategy communications, marketing insight and event marketing. We provide innovative broadcasting consultancy and creative interactive communications solutions of Loop Agency to complete and support our services.

2004 July - 2008

TRAFO, Interactive & Direct Marketing, Istanbul Strategic Planner

- Helped reposition and restructure Trafo from a conventional interactive agency to a 360 new model communications agency, developing alternative communication strategies for clients such as Renault, All Mey Brands, Sony, Praktiker, Microsoft, T-box, Boyner, Axess, Avea, Burger King, Digiturk, Deichmann and Bridgestone as head of strategic planning. Won Kristal Elma and Altın Örumcek interactive advertising awards and was listed in Communication Arts' Annual Book.

2004

FREELANCE CONSULTANT / DEVELOPER, Istanbul

- Consulted Global Stock Exchange to help them optimize their online stock trading website for increased usability and loading speed. Created an online ad campaign to emphasize their new features.

2001-2003

JEFFREY LEDER INC., Marketing Design, New York

Web Developer / Consultant

- Consulted Jeffrey Leder Inc. and built websites, content management components; and helped develop project budgets for clients such as Panamco, First Atlantic Capital, Relationships Lab and Decision Tree Media
- Created e-commerce sites and online promotions for Temple Records NYC, Bogazici Video and Orlane Perlier Cosmetics (online sales of Orlane Perlier increased by 400%, as a result of the promotional e-mail campaigns and website enhancements)
- Designed and developed websites for:
 - Mirax Corporation – Olive oil import & export
 - Damn Good Noise – Event Organization
 - Alamini Design – Graphic design house
- Was hired as consultant by Prime Capital İstanbul to build the corporation's website and develop their online identity
- Was hired as Interface Designer for the youth portal of D&R

2000-2001

TOTAL DIRECT, Direct & Interactive Marketing, Istanbul

Web Designer

- Designed and developed the website and online banking module for İş Bankası
- Designed and developed promotional micro sites for Sony Home Entertainment and Playstation
- Planned, designed and developed city guide, TV guide and astrology portals for IXIR, which is now a part of Superonline
- Designed and developed websites for:
 - Beymen - Turkey's leading high-end clothing retailer
 - Sinek.com – Daily comics portal for cartoonist Selçuk Erdem

- Eston - Real estate developers

1999-2000

HEARST Turkey / Bir Numara Publishing, Media, Istanbul
Web Developer / Project Manager

- Created and managed Sabah Online, Turkey's most visited news portal at the time
- Managed all the Internet-related projects generated within the Hearst Group
- Created websites for Hearst magazines such as Esquire, Bazaar and Aktüel
- Teamed up with some of Turkey's pioneering Internet and Media gurus in an immensely educational and challenging work environment

1998-1999

FREELANCE WEB DESIGNER, Istanbul

- Designed and developed corporate websites for companies such as: Technic Safe, Volkswagen-Metal Retail, Advantage Sigorta
- Created the personal website Zevk Diyari, the site won awards and appeared in print media including newspapers and magazines such as Elle, FHM, Esquire, Sabah, Hürriyet, Aktüel and was covered by CNN Türk and was quoted as "the homepage that pioneered the spread of avant-garde websites in Turkey"

EDUCATION

2002-2003

NEW YORK INSTITUTE OF TECHNOLOGY, New York, NY
Bachelor of Science in **Interdisciplinary Studies**
Concentration Areas: Technology, Business, Communication Arts
Honors: Dean's list

Spring 2001

CONTINUING EDUCATION, PARSONS SCHOOL OF DESIGN, New York, NY
Coursework: Installation Design

1993-1997

FACULTY OF ENGINEERING, BOĞAZIÇI UNIVERSITY, Istanbul, Turkey
Civil Engineering
Courses in Economics, Law, Math, Physics, Chemistry, Biology,
Information Technology, Fine Arts and Fundamentals of Civil Engineering

1986-1993

AMERICAN COLLEGIATE INSTITUTE, Izmir, Turkey
High School Diploma