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Pelin Aydin

Skills

- Marketing Research
 - UX Research
 - Marketing & Strategy
 - Marketing Audits
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Experience

MARCH 2019

Founder & Market Research Consultant / 365 Consultancy Ltd, UK, Turkey

Full Service Market Research Agency – Market Research in a Creative Way

FREELANCE CONSULTANT/RESEARCHER

FEBRUARY 2021 – APRIL 2021

Researcher / Loop UX, Copenhagen, Denmark

Market Research in 6 industries; Social, Finance, Fitness & Health, Home Entertainment, Media, Shopping to understand Personal to Business Data Collection Process, Moderation of an Online Diary with 18 participants during a week, Analysis of the Online Diary, Moderation of 5 In-depth Interviews, Reporting – **Client: Facebook**

DECEMBER 2020

Researcher / See Research, London, UK

Turkish leg of a multi-country research to understand the “eating and drinking habits of Turkish Youth”. Recruitment of 12 respondents, quality checks, moderation of 12 in-depth interviews, Reporting – **Client: Coca Cola**

JUNE 2020

Researcher / Insights Exchange Sydney, Australia

UK leg of a multi-country research to understand the pain points of SMEs and Independent Accountants during Covid-19. Moderation of Online Communities during 3 weeks, Reporting – **Client: Xero**

AUGUST 2019

UX Researcher / All 4 Comms, London, UK

Usability Research of Remitly Website, In-person User Testing with 13 respondents, Reporting – **Client: Remitly**

NOVEMBER 2017

Researcher / M-Brain, Berlin, Germany

Secondary Research about Orthosis and Prosthetics Sectors in Turkey

JULY 2017 – SEPTEMBER 2018

UX Researcher / Natwell Technology Partners, NY, US

UX Research covering Research Design, Writing of Questionnaires & Surveys, Research Execution by a mix of methodologies including Moderated and Unmoderated User interviews in-person and remote, usability testing, focus on B2C B2B Marketing, Strategy, PR, Brand Management, Idea Creation

JANUARY 2015 - STILL

Analyst / GutCheck, Denver, US

Online moderation and Reporting – **Clients: Braun, Wella, SC Johnson, Nestlé**

JANUARY 2016

Moderator / Eksen Research&Co, Istanbul, TR

Focus group moderation with lecturers from various Universities regarding the future of Academia in Turkey – **Client: Marmara University**

JANUARY 2016

Analyst / Stem Marketing, London, UK

Field based Sales Audits in several cities in Turkey (Doctors, pharmacy visits), in-depth interviews with Sales Managers, reporting, debrief – **Clients: Bayer, Chiesi**

NOVEMBER 2015

Researcher / Concept M Research&Co, Berlin, Germany

Briefing, moderation of B2C in-depth interviews to test packaging, Reporting – **Client: Humana**

APRIL 2015 - STILL

Negotiator&Supervisor / Com'municate, Paris, FR

Sourcing, Negotiating, Facilitation, and Supervising – Established a long-term partnership between a Turkish manufacturer and Com'municate

FEBRUARY 2015 – NOVEMBER 2015

Consultant / TTP Communications&Consultancy (Dubai, U.A.E, Istanbul, TR)

Sectoral report about Satellite Communications in Turkey covering incumbent participants, market size and shares, market entry strategy, and market entry barriers. Assistance for the establishment of the Turkish Operations Office.

DECEMBER 2015

Project Management Executive & Researcher / Objectif Research, Istanbul, TR

Turkish leg of a multi-country research for a pharmaceutical brand in the Food industry. Briefing, screener translation, liaising with the recruiter, quality checks, moderation of 4 B2C mini-groups, 6 B2B in-depth interviews, reporting, and debrief

JULY 2014

Researcher / Reputation.Inc, London, UK

Media research and review of journal articles in 5 Turkish journals, Reporting – **Client: Janssen**

JUNE 2014

Project manager / Cox Research, Dubai, U.A.E

Screener handling, Recruitment of 30 respondents in Turkey for a digital ethnographic research, briefing the respondents, payment of incentives, and follow-up of digital diaries– **Client: NBA**

MAY 2014 – JANUARY 2015

Researcher / Navanti Group, Arlington, US

Realization of surveys and research on social, economic, and political issues in Turkey

DECEMBER 2014 – JANUARY 2015

Project Management Executive & Researcher / Group Gemic, Helsinki, Finland

Turkish leg of an international research (France, China, and Turkey) related to “Gifting Culture”. Responsibilities: Selection of methodologies to conduct research, recruitment of 6 respondents in two cities (Istanbul, Bursa) in Turkey, realization of in-depth interviews with home-visits and shop-along sessions, reception of a team member in Istanbul, cultural guiding, reporting, and debrief – **Client: Braun**

JUNE 2013

Researcher / Virtua Research and Consultancy, Istanbul, TR

Participant observation during one week in two department stores to understand CX, Reporting – **Client: Cacharel**

FEBRUARY 2013 – MAY 2013

Researcher / FutureBright Research and Consultancy, Istanbul, TR

Follow-up of focus groups with the client, In-depth interviews with home visits and Shop along sessions, Reporting – **Client: Turkcell**

NOVEMBER 2012 – MARCH 2014

Consultant / Equinoxe, Marseille, FR

Find best suppliers in Istanbul, negotiation of purchase prices, conditions, and delivery procedures; client assistance during meetings, building partnerships and long-term projects

JULY 2011

Researcher / Méthos, Paris, FR

Transcription and analysis of focus groups

SEPTEMBER 2008 - STILL

Translator / Various / Works mainly with HL Trad based in Paris, France

Language pairs: FR-TR, TR-FR, ENG-TR, FR-ENG, ENG-FR - Areas of translation: Social Sciences, Sports, IT, Legal, Industry, Technical, Business, Marketing, Market Research, Culinary, Media

Book Translation: 250 pages long psychology book “Hysteria, Beautiful child of Psychoanalysis” translation from French to Turkish. Published in May 2013 by Say Editions. ISBN: 978-605-02-0225-0

FULL TIME POSITIONS

OCTOBER 2014 – DECEMBER 2014

Project Manager & Qualitative Research Executive / Millward Brown, Istanbul, TR

Briefing, follow-up of focus groups and in-depth interviews with the client, project implementation covering screener writing&translation, recruiter management, quality control, field preparation& coordination, full reporting. Participated in four advertising research projects realized for **Fanta, Coca Cola, Johnson&Johnson** and **Oriflame**.

NOVEMBER 2010 – MARCH 2011

Junior Research Executive / In’Sens, Paris, France

Field preparation, translation of moderation guides, note taking, phone interviews, client assistance, reporting. Participated in four international research projects: Cosmetics (functionality, image testing with shopper experience, Food (advertisement test with in-depth interviews), Health (Pharmacy organization with ethnographic research and in-depth interviews with the pharmacists) – **Clients: Chanel, Lindt, Novartis**

Education

SEPTEMBER 2010

Master's Degree / Sociology / University of Paris Sorbonne IV, Paris, France

Master 1 Memoir: Under the direction of Razmig Keucheyan and Beate Collet, "The hypermodern individual" – Four months of ethnographic research in a sensitive urban zone (SUZ) near Paris

Master 2 Memoir: Under the direction of Prof. Didier Lapeyronnie, "International qualitative marketing research" – Four months of ethnographic research in a market research company in Paris

JUNE 2008

Bachelor's Degree / Sociology / University of Paul Valéry, Montpellier III, Montpellier, France

Bachelor's Memoir: Under the direction of Prof. Patrick Tacussel, "The rise of the individual, construction of a new myth"

OCTOBER 2016 - JULY 2017

Marketing Certificate / UCLA Extension, Los Angeles, US

GPA: 3.39

JUNE 2003

High School Degree / French High School Notre Dame De Sion

Turkish-Maths

Languages & Leisure

Turkish: Native, **French:** Bilingual, **English:** Bilingual

Travelling, cycling, photography, reading, brainstorming, coaching