



**Instructor Meriç Koloğlu**

**Işık University  
Fine Arts Faculty  
Visual Communication Design Dept.**

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→Graduated from Ankara Economic and Commercial Studies Academy in 1971, and completed her Ph.D. in the same school in 1976.

Began working in the advertising sector in 1983 in a career that spanned various roles including Account Director, Copywriter, Creative Director, Agency CEO and General Manager.

Directed the advertising and PR activities, and participated in the creative work, for the highly successful 3 year long Sumerbank campaign at Ajans Ada, a leading agency of its day.

Founded her agency Mak Communications Services in 1995.

Provided advertising and PR services to a wide range of clients including Beko, Maret, YKM, Aygaz, Sümerbank, Dermalogica, Cam Pazarlama, Anadolu Endüstri Holding, Mercedes, Hacı Şakir and RİNA among others.

Undertook the organization of a Sabancı family wedding, and a painting exhibition in Boston, the U.S. Managed communications for the election campaigns of a Member of Parliament candidate from Ankara Çankaya, as well as a contender for Ankara Mayor's post.

Received a "most creative advertising idea and execution achievement" award in the U.S. out of 40 competitors with her Dermalogica cosmetics brand launching campaign.

The ad she created for the Turkey launch of Italian certification company RINA was chosen to promote the company across Europe.

Continued her career as an advertising and PR consultant, providing creative and strategic support to numerous clients, producing campaigns and developing new

projects.

Taught hands-on classes on Copywriting, Account Relations, Ad Campaigns, Public Relations and Social Responsibility Projects at Maltepe University for 12 terms. Supervised students' projects that went on to win major national awards:

TÜHİD 9th Golden Compass "Young Communicators" 2010 KSS Category Winner, AD Foundation 21st "Young Communicators" 2009 Internet Applied Project Category Winner, TÜHİD 7th Golden Compass "Young Communicators" 2008 Public Relations Campaign Winner,

Milliyet "Youth newspaper" 2008 ( Frontpage news ) Winner, AD Foundation 18th "Young Communicators" 2007 KSS Category Winner, AD Foundation 18th "Young Communicators" 2007 Public Relations Campaign 2nd place, TÜHİD 5 th Golden Compass "Young Communicators" 2006 Public Relations Campaign 3rd place, IAA "InterAd Student Competition" 2006 finalist.

Accepted a position as part-time instructor at Işık University Fine Arts Faculty in 2014-2015 school year, while continuing to teach at Maltepe University Communications Faculty.

Koloğlu maintains several blogs where writes ad critiques and features some of the Advertising and Social Responsibility Projects she supervises at her Maltepe University classes.

Social Media Addresses

<http://projehavuzum.blogspot.com>( Projects with students)

<http://maruzatimvar.blogspot.com> (Ad critiques)

<http://emekverdiklerim.blogspot.com> (Sümerbank advertising work)

