

Matilde Wol (Gokay)

**Adres:** Darussafaka Mah-Gazeteciler Sitesi-C2 Blok D20-Maslak –Istanbul

**Tel:** 0212 276 73 01

**Cep:** 0533 367 01 74

**Email:** matilde.wol@gmail.com

**Nationality:** Argentinian

**Place of birth:** Mendoza/Argentina

**Foreign Languages:**

Spanish, *mother tongue*/English, Turkish: *fluent*/French, Italian: *good*

**1984-*Master Degree in Packaging Design***

***UNCUYO (UNIVERSIDAD NACIONAL DE CUYO), Mendoza /Argentina***

**1978- *Honours Degree (5 years)***

***Industrial & Graphic Design***

***UNCUYO (UNIVERSIDAD NACIONAL DE CUYO), Mendoza/Argentina***

1969-High School Colegio Nacional Manuel I.Molina, San Rafael,

Mendoza/Argentina

## **PROFESSIONAL EXPERIENCE**

February 2010 to..... Creative Consultant in Communication Business / CCCB

2008 to February 2010 - Executive Creative Director, **SUDLER & HENNESSEY ISTANBUL**

2001 to 2007 - .....Creative Director, MOMENTUM ISTANBUL (**McCANN Erickson**

**Worldgroup**)

2000 to 2001 - Senior Art Director, **LOWE ISTANBUL**

1994 to 2000 - Senior Art Director, **GRAFIKA-LINTAS**

1993 to 1994 - Art Director, **LEO BURNETT**

1987 to 1993 - Packaging Designer and Art Director, **OGILVY ISTANBUL**

1982 to 1985 - Owner of **IDEAS ARGENTINA**, Graphics and Packaging Design Company

- Strong ability and experience in coordinating several disciplines of communication under one umbrella concept for each unique case, brand, project.
- Experience in administrative issues
- Experience in coordinating and managing a creative group existing of writers, art directors and graphic designers
- ATL & BTL works for the biggest local and international brands in Turkey and abroad.
- Special knowledge and interest on packaging design and 3D design, several examples of packaging designs for many FMCG brands
- Having a wide vision and experience for creating a communication campaign and adapting the concept in advertising, direct marketing, event design, BTL materials, trade campaigns, promotion campaigns
- Experience in very different sectors from FMCG to Healthcare, from consumer goods to B to B products, from service sectors to products
- Experience in international coordination and co works for several international brands/ campaigns
- Experience in practical and theoretical education for juniors during her career
- **Using her abilities and knowledge in an academic environment for the last twelve years.**

## **BRAND'S FIELD EXPERIENCE**

Food and Beverages Experience:

**Nescafe, Coca Cola, Algida, Pınar Su, Sana, Rama, Becel, Tetra Pak Meyve Suyu, Efes Pilsen**

Healthcare Experience:

**Abbott, GlaxoSmithKline, Pfizer, Roche, Sanofi-Aventis, MSD, Solgar**

Fashion and Sports Experience:

**Faconnable, Adidas, Fila, Le Coq Sportive**

House Cleaning Brands Experience:

**Glade, Omo, Yumos, Rinso, Cif, Johson & Johson**

Services Sector Experience:

**Conrad Hotel, Rixos Hotel**

Automotive Brand Experience:

**Good Year**

New Business Experience:

**Polisan, Marshall, Rowenta**

## **AWARDS**

FARMASCOPE ODULLERI/BMS

MARKETING TURKIYE/Toys "R"US

EPICA AWARDS/ Johnson & Johnson

LONDON AWARDS/ Unilever

## **ACADEMIC EXPERIENCE**

2007 den.../**BAU (ISTANBUL BAHCESEHIR UNIVERSITY) / FACULTY OF COMMUNICATIONS:**

LANGUAGE: English

1-CONCEPT DEVELOPMENT (Konsept Gelistirme)

- 2-CORPORATE IDENTITY DESIGN (Kurumsal Kimlik Tasarimi)
- 3-ADVERTISING CAMPAIGN DESIGN (Reklam Tasarimi)
- 4-POINT OF PURCHASE DESIGN (Satis Noktalari Tasarimi)

***BAU (ISTANBUL BAHCESEHIR UNIVERSITY) / FACULTY OF ARCHITECTURE  
AND INDUSTRIAL DESIGN***  
LANGUAGE: English

1-GRAPHIC DESIGN

2010-2015/***ISTANBUL AREL UNIVERSITESI / FACULTY OF COMMUNICATIONS  
(Part-Time)***  
LANGUAGE: Turkish/English

- 1-PACKAGING DESIGN (Ambalaj Tasarimi)
- 2-TYPOGRAPHY (Tipografi)
- 3-CONCEPT DEVELOPMENT (Konsept Gelistirme)
- 4-CORPORATE IDENTITY DESIGN (Marka Tasarimi)
- 5-ADVERTISING CAMPAIGN DESIGN (Reklam Tasarimi)
- 6-MAGAZINE DESIGN (Dergi Tasarimi)

***ISTANBUL AREL UNIVERSITESI / MIMARLIK-ENDUSTRI TASARIMI (Part-Time)***  
LANGUAGE: Turkish/English

- 1-PRODUCT DESIGN II (Endustri Urun Grafigi II)
- 2- PROTOTYPE DESIGN (Tasarim Modelleme)

2017/***NISANTASI UNIVERSITY / FACULTY OF ART AND DESIGN (Part-Time)***  
LANGUAGE: Turkish

- 1- NEW TENDENCIES IN GRAPHIC DESIGN (Grafik Tasarimda Yeni Yonelimler)
- 2 -PACKAGING DESIGN (Ambalaj Tasarimi)

### **WORKSHOPS/MASTERCLASSES/SPEAKER:**

2018 - GIRESUN UNIVERSITY/TIREBOLU ILETISIM FACULTY- MASTERCLASS-**TURKEY**

2018 - TWIN/ISTANBUL - Turkish Women's International Network- "Change" SPEAKER- **TURKEY**

2017 - INSTITUTO CERVANTES- WORKSHOP "How to create your own brand"-Istanbul-**TURKEY**

2016 - UNIVERSIDAD DE PALERMO-WORKSHOP-Buenos Aires-**ARGENTINA**

*2016 -R&R - HOW to CREATE your OWN BRAND- WORKSHOP-Istanbul-**TURKEY***

*2014 -CULTURAL MEMORY Conference- Skopya-**MACEDONIA***

*2010- UNIVERSIDAD DE CUYO-WORKSHOP-Mendoza/**ARGENTINA***

*2007 -Unilever-ALGIDA Ice Cream WORKSHOP-Barcelona/**SPAIN***

*2003 -UNIVERSIDAD DE CUYO-WORKSHOP-Mendoza-**ARGENTINA***

*2000 -Unilever-SANA Margarine WORKSHOP-Cape Town-**SOUTH AFRICA***

*2000 -Unilever-RAMA Margarine WORKSHOP-Palma de Mallorca-**SPAIN***