

Education

Ph.D. **Advertising and Public Relations Doctorate Program**, Bahçeşehir University Institute of Social Sciences, 2023. **Ph.D. Thesis:** Balcı, B. (2023). *A model test on attitude to social media advertising*. İstanbul: Bahçeşehir University

M.A. **Advertising and Brand Communication Management**, Bahçeşehir University Institute of Social Sciences, 2019. **M.A. Thesis:** Balcı, B. (2019). *The use of storytelling elements in TV advertising: An evaluation on D&AD awards*. İstanbul: Bahçeşehir University.

B.A. **Economy**, Marmara University Faculty of Economics, Administrative and Social Sciences, 2007.

Publications

- Balcı, B. (2024). *How Design Elements in Digital Advertising Influence Gender Perceptions of Gen Z*. Tuna Tetik & Ece Arihan (eds.) *Gender on Display*. Berlin: Peter Lang Publishing. (Accepted) 2024
- Balcı, B., Aşçı, S. (2022). The Role of Motivations in the Purchase of Digital Art, Proceedings of the *19th International Symposium Communication in the Millennium*, E-Book. 2022
- Balcı, B., Şabanlı, A., (2022). *Avatar ve benlik: Kullanıcı ve avatar öz nitelikleri, kullanıcı kişilik özellikleri ve bu unsurların algılanan önemi üzerine bir araştırma*. Ertuğrul Süngü & Barbaros Bostan (eds). *Oyunlar ve Kimlik*. İstanbul: Nobel Yayıncılık, ss.1-16. (Avatar and self: A study on user and avatar self-attributes, user personality traits and their perceived importance) 2022
- Balcı, B., Suher, H. K. (2021). Metaverse, the next phase of the internet as the potential development medium for communication applications, Proceedings of the *18th International Symposium Communication in the Millennium*, pp.310–315. E-Book. 2021
- Byron, S. (2021). Market research (B. Balcı, Trans.). In A. A. Bir (Ed.), *Pazarlama - Yeni Pazarlama, Geleceğin Pazarlaması* (pp. 146-194). İstanbul: The Kitap. (Original work published 2017). 2021

Projects / Grants

- Junior Peer-Reviewer at Journal of Advertising's Student & Junior Faculty Reviewer Training (SRT) Program 2024
- Participant as a Ph.D. Student (2020-2023), “Ermis.com: Common Curricula for Diversity” Erasmus+ Project. 2023
- Project coordinator, Ministry of Culture and Tourism, Future Belongs to Youth Support Program for Creative Industries funded project, Digital Art House. 2023
- Universität Potsdam: Berlin, Potsdam Erasmus Higher Education Staff Training Mobility Grant Owner. Participation to “In-between Ink, Color and Bits: On the Materiality of Arts” Erasmus+ Higher Education Project. 2022
- Grant at Escola Universitaria Del Maresme: Barcelona, Erasmus Higher Education Staff Training Mobility Grant Owner. 2014

Experience

- Bahçeşehir University, Faculty of Communication, Full-Time Instructor 2023 -
- Bilgi University, Faculty of Communication, Part-Time Lecturer 2022-2022
- Bahçeşehir University, Faculty of Communication, Digital Media Coordinator 2018-.....
- Bahçeşehir University, Continuing Education Center, Corporate Communication Coordinator 2013-2018
- Cinfikirler Digital Media Agency, Editor-in-Chief 2011-2013
- Bersay Communication Agency, Project Coordinator 2009-2011
- PR Net Public Relations Agency, Digital Media Editor 2008-2009
- Dünya Newspaper, Editor of Regional Supplements 2006-2008
- Mavi Nokta Communication Agency, Editor / Copywriter 2004-2006

Teaching & Keynote Speaker Experience

- Media Technologies, 42 Hours, Bahçeşehir University Faculty of Communication New Media Department. 2023
- “My Avatar & I” at Indieway Business Development Ecosystem for Game Developers. 2023
- Advertising Design, 42 Hours, Bahçeşehir University Faculty of Communication Advertising Department. 2023
- Design of Communication for Corporations, 42 Hours Workshop, Bahçeşehir University Faculty of Communication Public Relations and Publicity Department. 2023
- Key Concepts of Public Relations, Must Course for Vocational School, 42 hours, Bilgi University. 2022
- Content Management for Social Media, 12 Hours Seminar, Bahçeşehir University Faculty of Communication Public Relations and Publicity Department, İstanbul. 2020
- Design Thinking for Digital Medium, 12 Hours Workshop, Bahçeşehir University Faculty of Communication Visual Communication and Design Department. 2019
- Ad Design, 6 hours Workshop, Bahçeşehir University Faculty of Communication Advertising Department. 2019
- Social and Digital Media Practices for Lifelong Learning Centers, 3 hours Workshop, Turkey Council of Universities Continuing Education Centers. 2016

Competencies

- **Personal:** Data Analysis, Brand Management, Corporate Communication Planning, Market Research, Content Development & Campaign Creation, User Experience, and Visual Communication Design, Data Visualisation
- **Technical:** Microsoft Office, Adobe Creative Suit, Design - Editing - UX – UI Tools, Blender, SPSS, AMOS, R, Phytion, SQL.

Language Aptitude

- Turkish: Native
- English: TOEFL Score 93/ 09.09.2023

Certificates

- Computational Research for Social Sciences, 24 Hours, SICSS İstanbul Bootcamp. 2023
- Job Analysis and Definitions at HR, 96 Hours, Bahçeşehir University 2019
- Ways of Seeing, 12 Hours, Bahçeşehir University 2018
- Front End Development, 300 Hours, GFN AG & Wissen Akademie 2017
- User Experience (UX) Design, 42 Hours, Bahçeşehir University 2017
- Illustrator & InDesign, 42 Hours, Bahçeşehir University 2017
- Introduction to Compositing w/ the Foundry Nuke, 42 Hours, Bahçeşehir University 2016
- Eric Morris Actor's Workshop, 20 Hours, Bahçeşehir University 2015
- Drucker Management Path, 60 Hours, The Drucker Institute 2015
- Creative Script Writing, 60 Hours, Bahçeşehir University 2013

Memberships & Communities

- Social Sciences Solidarity Network: <https://sosyalbilimlerdayanisma.com/>
- European Advertising Academy: <https://www.europeanadvertisingacademy.org/>
- American Academy of Advertising: <https://aaasite.memberclicks.net/home>
- International Game Developers Association: <https://igda.org/>
- Open Software Network: <https://acikyazilimagi.com/>
- Bahçeşehir University and Marmara University Alumni Associations

Academic Interests

User motivations and behaviors, appeals effecting user experience in digital and social media