



Cansu Dirim

Istanbul
+90 531 104 53 08
cansudrm@gmail.com

PERSONAL INFORMATION

Date of Birth: 29.09.1990
Place of Birth: Izmir
Marital Status: Single

EXPERIENCE

FREELANCE— *Consultant and Lecturer:*

- Sustainable Gastronomy
- Sustainable Sourcing and Supply Chain
- Product and Market Development
- Gastronomy Strategy
- Permaculture & Urban Farming

OKAN UNIVERSITY— *Adjunct Lecturer*

February 2025 - Now

Courses: Sustainable Gastronomy (in English and Turkish)
Farm to Table (in English and Turkish)

VATEL ACADEMY— *Adjunct Lecturer*

October 2024 - February 2025

Courses: Nutrition
Food Safety & Hygiene

EATALY— *Product Development and Supply Executive*

April 2023 - October 2024

- Designing and carrying out product development and procurement processes
- Finding new product ideas (Eataly branded) through market research; planning and managing the design, development and manufacturing process of them

- Finding new suppliers and products according to market and category needs, evaluating and deciding whether they are appropriate for the brand values and segment
- Improving and sustaining relations with the new and existing suppliers
- Plan, implement and measure product tasting activities and launches events
- Test and make continuous improvements to ensure that products meet customer expectations
- Identify pricing strategies to increase the profitability of products
- Ensure cooperation and coordination among team members

AKMERKEZ SHOPPING CENTER— *Senior Marketing Specialist*

February 2019 - August 2022

- Designing and developing the marketing plan, budget and brand communication strategies,
- Creating projects and ideas; planning and executing online and offline marketing campaigns, events and activities in line with the marketing plan and goals,
- Coordinating the agencies (PR, social media, creative, digital advertising, influencer marketing, event, CRM, loyalty etc.),
- Maintaining effective relationships and developing projects with retailer brands, partners and 3rd parties
- Creating and maintaining social responsibility and sustainability projects,
- Preparing materials, presentations and conducting other datas for launches, board meetings and campaigns,
- Managing the application processes of international award programmes.
- Managing the “Terasta Tarım” project; developing ideas, partnerships and programs in the areas of gastronomy and urban farming,

Terasta Tarım is a sustainable rooftop garden project which was set up at the roof of Akmerkez to show that sustainable urban farming and growing your own food is possible even at the rooftop of a shopping center. The project is pursued by permaculture principles and aims to;

- Enrich the soil, promote biodiversity
- Raise awareness on environment, the sustainability of food and agriculture
- Reduce our carbon footprint;
- Save water through rainwater storage systems and hydroponic farming
- Manage waste with compost,

EK BİÇ YE İÇ— *Communication and Social Programme Coordinator*

March 2018 - November 2018

- Responsible from the corporate communication of EK BİÇ YE İÇ’s operations on urban farming, permaculture, sustainability, conscious and healthy eating,
- Developing projects and collaborations on zero waste, circular and clean kitchen activities; managing operations with companies and organizations,
- Maintaining operation both for the staff and the customers as the host of the restaurant,
- Representing the company at different events, managing media relations as the spokesperson of EK BİÇ YE İÇ, giving interviews and conferences,
- Setting the company’s communication goals and strategies, creating contents for the social media,
- Organizing monthly programs, workshops and events on healthy living, eating, urban farming etc., setting event schedules, arranging details and budgets,
- Overseeing the catering activities, writing seasonal and weekly menus for catering and restaurant
- Conducting the human resources, job interviews and hiring processes; organizing orientation programs for the new employees.

INSTITUTE OF CREATIVE MINDS

September 2015 - February 2018

Institute of Creative Minds Agency— *Social Media Specialist and Account Executive*

November 2017 - February 2018

- Managing the process of content creation for the brands such as Johnson's Baby, Listerine, Desitin and Gastronomika,
- Planning, producing and publishing contents on various digital channels of the brands,
- Maintaining an effective communication between the brand executives and the agency,
- Following trends in digital media and developing projects, campaigns and strategies that can be presented to the clients,
- Monitoring and analysing key metrics of the contents and preparing reports.

Gastronomika — *Coordinator Chef and Content Producer*

May 2017 - November 2017

- Conducting research and making interviews for documentaries and news related with food and agriculture,
- Creating menu for various catering services and events; leading the team to carry out these events,
- Planning, producing and publishing contents for digital channels, being responsible from the management of social media accounts.

Güzel By Gastronomika — *Director of Operations and Content Producer*

August 2017 - September 2017 (Eataly, Zorlu Center)

- Creating the menu, managing the kitchen & service team for the 'New Generation Tavern-Güzel' which took place in Eataly Istanbul, within the concept of Pop-up Restaurant,
- Maintaining the corporate communication with Eataly executives about the operation of the restaurant,
- Maintaining the organization and coordination of the activities and parties,
- Planning, producing and publishing the social media contents,
- Managing direct relations with the customers.

140journos — *News Editor / Content Producer*

September 2015 - May 2017

- Verifying the citizen news contents, compiling the news agenda, following the mainstream news,
- Planning, producing and publishing contents and managing the social media accounts,
- Maintaining the broadcasting of real-time news on Twitter, Facebook, Instagram, Medium, Whatsapp, Snapchat,
- Conducting research, gathering information and preparing video contents and documentaries,
- Preparing daily agenda of Turkey and presenting it through live broadcasting on Periscope & Facebook,
- Compiling weekly agenda and making live broadcasts on Açık Radyo.

Kapta A.Ş. — *Cook*

February 2015 - August 2015

Marmara University, Faculty of Political Science— *Student Assistant*

June 2011 - June 2012

Marmara University, School of Foreign Languages— *Student Assistant*

September 2008 - June 2009

INTERNSHIP/VOLUNTEER JOB

Neolokal Restaurant— *Intern Chef*

September 2015 - January 2016

Human Rights Association — *Intern*

July 2014 - September 2014

Association for Monitoring Equal Rights (ESHID)— *Intern*

February 2014 - May 2014

- Monitoring the participation of disadvantaged groups in Turkish local elections of March 30, 2014 and observing the difficulties they faced in the process,
- Gathering information about the nomination tendencies and voting behaviours of the political parties,
- Managing the social media accounts of the association.

2010 European Capital of Culture Agency— *Volunteer*

February 2010 - December 2010

- Making interviews and taking photos as a part of the project called 'Istanbul'un Ustaları',
- Welcoming and accompanying foreign groups and artists during their stay in Istanbul.

EDUCATION/COURSE

PDC -Permaculture Designer Certificate

August 2021- September 2021

Marmara University — *Political Science and International Relations (English)*

September 2008 - June 2015

USLA International Hospitality and Taste Academy - *Professional Culinary Arts (with Scholarship)*

May 2015- September 2015

Permaculture Research Institute of Turkey — *Introduction to Permaculture Certificate*

March 22-23, 2014

Izmir, Milli Piyango Anatolian High School

September 2004 - June 2008

LANGUAGES

Turkish (Native Fluency)

English (Reading: Advanced, Writing: Advanced, Speaking: Advanced)

PROGRAMMES

MS Office, Powerpoint, imovie, Canva

SAMPLE WORKS

- Weekly news broadcasts that I made between October 26, 2015 and April 24, 2016:
<http://acikradyo.com.tr/program/140journos-vatandas-haber-bulteni>
- Daily live broadcasts on Turkey's agenda
<https://www.facebook.com/140journos/videos/1310615155634270/>
<https://www.facebook.com/140journos/videos/1614260291936420/>
- The documentary that I made the production, interviews and research of: 'Intermediaries: Journey of the Food'
<https://www.facebook.com/gastronomikaturkey/videos/1847925261903254/>
<https://140journos.com/gidanin-volculugunda-aracilar-fcb94c4b0ea9>
- The documentary that I prepare the article of: 'Tea'
<https://140journos.com/cay-e3f8f5491c9>
- The video content that I'm the producer, researcher and presenter of: 'Russia & Tourism'
<https://www.facebook.com/140journos/videos/1675293039166478/>
<https://140journos.com/rusya-ile-duzelen-iliskiler-antalyadaki-turizm-krizini-ortadan-kaldirdi-mi-b6683b0c1be9>
- Video contents on food and recipe:
'Seasonal Supermarket Shopping'
<https://www.facebook.com/gastronomikaturkey/videos/2048866185138822/>
'Chickpeas Chips'
<https://www.facebook.com/gastronomikaturkey/videos/2062964023729038/>

'Dried Fruit Compote'

<https://www.facebook.com/gastronomikaturkey/videos/2029715460387228/>

'Fresh Broad Bean with Artichoke'

<https://www.facebook.com/gastronomikaturkey/videos/2049751855050255/>

'Local Herb Saute'

<https://www.facebook.com/gastronomikaturkey/videos/2035748156450625/>