



## CONTACT ME

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[Linkedin](#)

Istanbul, Turkey

## EDUCATION

**Namık Kemal University**

Bachelor of Economics  
2015 - 2020

**HubSpot Academy**

Certificate in Social Media  
Marketing

## SKILLS

Certificate in Social Media Marketing

- Marketing
- Corporate Communications
- Public Relations
- Event Management
- Communication Skills
- Social Media

# AYÇA SEL

## Marketing & Public Relations Manager

### ABOUT ME

As a skilled Marketing & PR Manager, I specialize in the crypto industry with a deep understanding of Marketing. Leveraging a deep understanding of blockchain with a strategic marketing mindset, I have delivered effective campaigns and identified growth opportunities with a keen insight into innovation and emerging trends.

### WORK EXPERIENCE

#### Gate.io Exchange

06.2022 - 02.2024

Marketing & Public Relations Manager

- +30 offline event
- Increasing Gate.io's recognition in Turkey from 5th to 2nd place in 1 year
- 1100% growth in Twitter account
- +1000 PR coverage in Turkey
- Partnerships / Sponsorships: Coindesk, TON, Huawei, Istanbul Festival, Istanbul Blockchain Week, Istanbul Blockchain Summit...

Contact: [Kafkas Sönmez](#)

#### Gate TR

06.2022 - 02.2024

Marketing & Public Relations Manager

- Executing all development processes of Gate.io's first localized app
- %106 growth for the first year of Gate TR
- Increase 1 to 3000 followers about 2 months on Twitter.
- +5 Offline Event

#### Freelance

10.2021 - 05.2022

Brand Manager

- Managing influencer marketing/dark marketing operations for NFT projects, pharmaceutical
- Ensuring uninterrupted progress of communication between clients and the agency

#### Coinoxs

04.2021 - 10.2021

Marketing Specialist

- 1100% views in 1 month on the Coinoxs Twitter account
- Managing the development of 2 different blockchain-based products

#### Coinoxs

03.2021 - 04.2021

Marketing Intern

- Reporting directly to the CEO as team leader
- 360 YouTube content production
- Managing LinkedIn and Twitter accounts
- Sectoral competitor analysis