



# CURRICULUM VITAE

## PERSONAL INFORMATION

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| Name / Surname     | <b>Münise ALİBEYOĞLU</b>   |
| Adress             | Pyla, Famagusta – CYPRUS   |
| Mobile             | (+90) 5428600126   |
| E-mail             | <a href="mailto:munise.alibeyoglu@hotmail.com">munise.alibeyoglu@hotmail.com</a>   |
| Nationality        | Cypriot (Turkish Speaking)   |
| Data of Birth      | 02.03.1982   |
| Work Experience    | 15+ Years  |
| Areas of Expertise | Corporate Social Responsibility, Project Development & Management, Corporate Communication, Environmental Management Systems, Media Relations, Higher Education, Digital Marketing       |
| Skills             | Project Management, PR, CSR, Environmental Management, NGO Management, Digital Marketing, Civil Society Capacity Building, Media Relations, Marketing Plan, SEO & Web Content Management |

## WORK EXPERIENCE

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| Dates                                | 2021 November – Ongoing  |
| Position                             | <b>PROJECT DEVELOPER &amp; PROJECT MANAGER</b> (Project Name: ‘Environmental Literacy: A Path to Sustainable Development’)   |
| Main Activities and Responsibilities | Responsible for the overall successful management and implementation of the project and management of the administrative staff, including M&E and reporting. Responsible for project budget and cost management (Project Budget: €340.000) |
| Donor Institution                    | <b>European Commission CYPRIOT CIVIL SOCIETY IN ACTION VII (European Union)</b><br>Grant Beneficiary: Famagusta Cultural Association   |
| Sector                               | Civil Society  |
|                                      |  |
| Dates                                | 2019 January – September 2021 ( <b>Project Completed</b> )   |
| Position                             | <b>PROJECT MANAGER</b> (LEAD Project)  |
| Main Activities and Responsibilities | Responsible for the overall successful management and implementation of the Action and management of the administrative staff, including M&E and reporting. Responsible for project budget and cost management (Project Budget: €180.000)  |

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| Donor Institution                    | <b>European Commission INNOVATION AND CHANGE IN EDUCATION VII (European Union)</b><br>Grant Beneficiary: Famagusta Cultural Association  |
| Sector                               | Civil Society  |
| Dates                                | 2017 September – Ongoing   |
| Position                             | <b>SENIOR INSTRUCTOR (Lecturer)</b>  |
| Provided Lectures                    | <ol style="list-style-type: none"> <li>1) Corporate Social Responsibility and Marketing Communication</li> <li>2) Social Media and Communication</li> <li>3) New Media and Social Movements</li> <li>4) Public Opinion</li> <li>5) Effective Communication Skills and Interpersonal Communication</li> <li>6) Creating and Implementing Community Service Projects</li> <li>7) Public Relations and Society</li> </ol> |
| Faculty/ies                          | FACULTY OF COMMUNICATION / FACULTY OF EDUCATION  |
| Institution                          | <b>EASTERN MEDITERRANEAN UNIVERSITY, Famagusta</b>   |
| Sector                               | Higher Education / State University  |
| Dates                                | 2016 July – February 2018  |
| Position                             | <b>MARKETING COMMUNICATION &amp; MEDIA RELATIONS MANAGER</b>   |
| Main Activities and Responsibilities | <p>Day-to-day responsibility for all kind of marketing communications for the mall, to both the consumers and the retailers.</p> <p>Budgeting, planning, advertising, media relations, promotion, community relations, public relations and sponsorship, event management.</p> <p>To assist with the brand guardianship of the mall and related sub-brands.</p>  |
| Institution                          | <b>CITY MALL CYPRUS - SHOPPING CENTER &amp; LEISURE, Famagusta</b>   |
| Sector                               | Retail / Mall Management   |
| Dates                                | 2015 February – July 2016  |
| Position                             | <b>PR &amp; CORPORATE COMMUNICATION MANAGER</b>  |
| Main Activities and Responsibilities | All Communication and Advertising Activities; Media Relations and Publicity Management, Creating and Implementing Annual Marketing Plan, Managing all Visibility Activities and Promotional Materials, Event Management, Digital Communication and Social Media Management, Spokesperson, Community Relations, Sponsorship.  |
| Institution                          | <b>CYPRUS INTERNATIONAL UNIVERSITY, Nicosia</b>  |
| Sector                               | Higher Education / Private University  |
| Dates                                | 2013 January – February 2015   |
| Position                             | <b>MARKETING MANAGER &amp; DIGITAL COMMUNICATION COORDINATOR</b>   |

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| Main Activities and Responsibilities | Brand Management, Digital Marketing & Social Media Management, Managing Web Site Projects, Management & Communication Consultancy, CRM, SEO & SEM, Copywriting & Blogger<br><br><b>Featured Projects:</b><br><br><b>(F) President of Northern Part of Cyprus Mustafa AKINCI; Election Campaign –</b> Publicity and Digital Communication Project Co-Manager<br><br><b>Northern Nicosia Mayor Mehmet HARMANCI; Election Campaign –</b> Digital Communication Project Manager |
| Institution                          | <b>INNOVIA DIGITAL Advertising Agency</b>   |
| Sector                               | Advertising, Communication, Digital Marketing, Management Consultancy   |
| <hr/>                                |   |
| Dates                                | 2009 September - 2010 October ( <i>Left for MSc at Prague</i> )   |
| Position                             | <b>PUBLIC RELATIONS MANAGER &amp; COMMUNICATION COUNSULTANT</b>   |
| Main Activities and Responsibilities | <b>Main Areas:</b> Publicity, Public Relations, Media Relations, Advertising, Communication, Reporting, Budgeting, Planning, Community Relations, Sponsorships, Event Management.<br><br><b>Details:</b> Communication and Media Relations consultancy and communication coordination of various European Commission, USAID and UNDP-ACT funded projects which were running under The Management Centre (6 EU and 2 UNDP-ACT Projects).                                     |
| Institution                          | <b>THE MANAGEMENT CENTRE-</b> Nicosia   |
| Sector                               | The Centre provides management, education, training, research, organizational development and project development services to organizations, individuals and NGOs in non-profit, private and public sectors.  |
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| Dates                                | 2009 - 2010 ( <b>Project Completed</b> )  |
| Position                             | <b>COMMUNICATION &amp; MEDIA RELATIONS CO- COORDINATOR (Bi-Communal Civic Engagement for Peace and Reconciliation Project)</b>  |
| Main Activities and Responsibilities | Coordinate and Manage Media Relations of the Project, Event Management and Organizing Visibility Activities and Reporting. Media Relations and Communication Consultancy (Capacity Building) for NGOs.  |
| Donor Institution                    | <b>Undp-Act: ENGAGE Civic Engagement for Reconciliation Project</b>   |
| Sector                               | Civil Society in Reconciliation   |
| <hr/>                                |   |
| Dates                                | 2008 – 2010 ( <b>Project Completed</b> )  |
| Position                             | <b>COMMUNICATION COORDINATOR (EU Funded Project)</b>  |
| Main Activities and Responsibilities | Project was focusing on the Empowerment of Turkish Cypriot Community Against Gender and Sexual Identity Discrimination.<br><br>Responsibilities: Coordinate and report all communication and visibility actions of the project (in 6 different EU cities and in Nicosia as well)  |

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| Donor Institution                    | <b>Project implemented within the scope Promotion of Youth Exchanges and Other People-To-People Contacts (Funded by the European Commission).</b>   |
| Sector                               | Human Rights and Civil Society Capacity Building  |
| Dates                                | 2004 - 2009   |
| Position                             | <b>CUSTOMER RELATIONS &amp; DIRECT MARKETING OFFICER</b>  |
| Main Activities and Responsibilities | As a Public Relations and Customer Care Officer:<br>(i) To support the contractual and promotional services as first contact support through prompt response and a high level of customer service. (ii) To perform on phone and face-to-face diagnostics and troubleshooting, liaise with Service Provider Groups, customers and external vendors.<br>(iii) To deal with customer complaints, queries and request of information.<br>(iii) Effectively trains the customer to maximize the use of their system. |
| Institution                          | <b>TURKCell GSM Company (KKTCELL)</b>   |
| Sector                               | GSM Based Telecommunication and Mobile Services   |

## EDUCATION

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|---|--|
| Dates   | 2010 - 2012  |
| Title of qualification awarded                    | <b>MASTER OF SCIENCE IN 'INTERNATIONAL MANAGEMENT'</b>   |
| Principal subjects/occupational skills covered    | Culture Management, People Management, NGO Management, Strategic Marketing, Change Management in the Organizations, Organizational Learning Management, Management Theories, Understanding Global Business Environment, Finance Management |
| Name and type of organization providing education | <b>University of Teesside (Prague College)</b>   |

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|---|--|
| Dates   | 2009   |
| Title of qualification awarded                    | <b>NON-DEGREE - BUSINESS COMMUNICATIONS IN ENGLISH</b>   |
| Principal subjects/occupational skills covered    | Communication and Language Training on:<br>Report Writing, Management Skills, Company Meetings, Trends in English, Minute Writing, Advertising, Negotiating, Presentation, Telephoning, Business Letters |
| Name and type of organization providing education | <b>London Metropolitan University, European Languages Institution, London – ENGLAND</b>  |

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|--------------------------------|--|
| Dates                          | 2000 - 2004  |
| Title of qualification awarded | <b>BA (BACHELOR) - PUBLIC RELATIONS MANAGEMENT &amp; ADVERTISING</b> |

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|---|---|
| Principal subjects/occupational skills covered    | Public Relations, Advertisement, Social Psychology, Marketing Behavior, Human Resource Management, Marketing Communication, Management Technologies, Communication Technologies, Sociology for Communication, Company Management, Strategically Creativity for Communication, Customer Relations, Consumer Behavior, Economy. |
| Name and type of organization providing education | <b>Eastern Mediterranean University, Faculty of Communication</b> , Famagusta - North CYPRUS  |

## PERSONAL SKILLS & COMPETENCES

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| Publication                                    | <p>Alibeyoglu, M. (2012). <b>NGOs as Learning Organizations in Developing Societies: To what extent are NGOs Learning Organizations and to what extent they support community development in Northern Cyprus?</b></p> <p>ISBN-10: 3659102881 / ISBN-13: 978-3659102882</p>  |
| Auditing & Consultancy                         | <p>ISO 14001:2015 LEAD AUDITOR<br/>CQI and IRCA Certified (2024) Lead Auditor for the international standard for Environmental Management System (EMS)</p>  |
| Computer and Networking skills and competences | <p><b>Internet / Web Networking:</b> SEO, SEM, WordPress web page editing, Facebook Ads management, Google Ads management, Instagram Ads management</p> <p><b>Editing:</b> Microsoft, Adobe Photoshop</p> <p><b>Databases:</b> Microsoft Excel, Google Forms &amp; Docs</p> <p><b>PC Operation Systems:</b> Windows XP, Windows Vista, Mac</p> <p><b>Mail Networking:</b> Outlook Express, Google Documents, Google Drive, One Drive, Share Point</p> |