

Cicek Neftci

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Associate Director of Operations, The Barbarian Group — New York

AUGUST 2016- PRESENT

- Manage resourcing per project and define staffing needs for each department.
- Review actuals with account leads to ensure profitability.
- Play as key escalation point for all internal and most external challenges of the agency.
- Support new business opportunities and lead weekly finance meetings.
- Identify gaps and shortfalls in the team and business capability.
- Lead Insights team for monthly trend reporting (internal and external delivery)
- Redefine scoping, reporting, staffing and process throughout the agency.
- Create or support defining roadmaps for internal and client-facing work.
- Constantly negotiate and solve problems from relationship advice to staffing.

Executive Producer, The Barbarian Group — New York

MAY 2014- AUGUST 2016

- Managed the largest client (US and Global) in the agency, focusing on .com and experiential work within and outside of retainer.
- Managed 9 producers within Samsung team.
- Led planning and strategic arm of the business in order to forecast upcoming work for client and partner agencies.
- Managed finance and budget for full account from RFP/scope writing/forecasting to billing.
- Led resourcing for all projects along with, talent acquisition with HR department, training new comers and oversee onboarding documentation.
- Clients: Samsung, Pepsi

Sr. Digital Producer, mcgarrybowen — New York

SEPTEMBER 2012 - MAY 2014

- Managed pitches and one off complicated digital projects.
- Responsible for setting up and gather requirements new clients for all digital projects including re-branding, testing, web, mobile, app and social.
- Owned project plans, lead daily calls, tracked finances with burn reports.
- Clients: AdCouncil, Maserati, P&G, Reebok, Toblerone, Northrop Grumman

Sr. Project Manager, OgilvyOne — New York

APRIL 2011 - SEPTEMBER 2012

- Responsible for managing MM digital, web, games, multimedia projects with multiple phases and disciplines
- Created/updated project plans, defined sprints, lead daily calls, tracked finances with burn reports.
- Managed vendors, stakeholders, clients through daily calls and emails.
- Identified project risks and discuss impact with senior management.
- Clients include: Time Warner Cable, Fanta

SKILLS

Development:

HTML, CSS, JS, Arduino

Platforms:

Google Analytics, Omniture, TestmyUI, Adobe CS, Sitecore, SquareSpace, AEM, WMJ, OmniPlan, Smartsheets, Basecamp, Smartsheets

OTHER EXPERIENCE

Producer, BoomBox

Inc. September

2010–April 2011 Clients: AMEX, Delta

Project Manager,

Vectorform May

2010–September 2010
Clients: CBS, VW, Microsoft, AP

Digital PM,

McKinsey&Company

June 2008–May 2010

Producer, Parsons &

Scholastic Learning

Lab September

2007–January 2008

EDUCATION

MFA, Design & Technology. Parsons, New York

BA, Communication & Design, Bilkent University, Turkey