

Hakki Yemenciler

I'm a digital marketing executive and creative director with nearly two decades of experience in strategy, communication, vision and cross-functional team management.

I had the privilege of contributing to some of the world's most influential organizations and creative agencies design, build and scale impactful, thought provoking, loyalty earning brand experiences.

CONTACT

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EDUCATION

Bachelor of Science in Graphic Design
2003, Chamberlayne School of Design (Mt. Ida College), Newton, MA, USA

Visual and Communication Arts
1996, Franklin College, Sorengo (Lugano), Switzerland

Graphic Arts & Visual Communication
1995, Tarabya Kemal Atatürk Lisesi, Istanbul, Turkey

CERTIFICATION

Certified Sommelier
2017, The Court of Master Sommeliers, San Francisco, CA

Certificate of Facilitative Consultancy
2009, Leadership Strategies Institute, Watertown, MA

Adobe Certified Expert (ACE)
2008, Photoshop/Flash CS3, Future Media Concepts, Cambridge, MA

EMPHASIS

Brand Identity, Voice & Management
Creative Team & Process Building
Mobile Design: Android & iOS
Creative & Art Direction
Social Media Marketing
Digital Product Design
B2B & B2C Marketing

CAREER

Freelance *Independent Creative Director & Digital Marketing Consultant* Miami, FL (July 2018 - Present)
Helping organizations and startups envision bold futures, building world-class teams, creating lasting relationships between my clients and their audience through effective and meaningful brand experiences.

Clients Include: Blues Wireless, Virgin Healthmiles, DataXu, U.S. Environmental Protection Agency, Renaissance Hotels, Tufts Health, Landa Nanography, Copley Society of Art

Intel Corporation *Global Group Creative Director of Digital* San Francisco, CA (Aug 2015 - Jul 2018)
Founding member of the digital division at Agency Inside, Intel's award winning, full-stack global in-house agency. Challenged internal teams and external agencies to constantly push for experiences that test the art of what is possible instead of what is already popular. Led the charge in experience design across all touch-points, ensuring clear, high impact and consistent implementation of Intel's digital strategies and execution of its brand values.

- **Ad Age In-House Agency of the Year 2017**, Intel Agency Inside
- **Ad Age Marketer A-List 2017**, Intel Agency Inside
- **Webby Awards 2017**, Consumer Electronics honoree for America's Greatest Makers
- **Davey Awards 2017**, Training Websites gold for Intel Drone Racing
- **Communicator Awards 2017**, Intel Extreme Rig Challenge
- **The Internationalist Award 2016**, Silver for America's Greatest Makers
- **OMMA Awards 2016**, Entertainment category finalist for America's Greatest Makers

Staples *Creative Director, UX / Mobile* Boston, MA (Jun 2013 - Nov 2014)
Empowered diverse teams of designers, copywriters, developers, ADs responsible with overhauling Staples' e-commerce platform and user experience. Continually optimized the check-out process and the product catalog, developed digital marketing strategies, online advertising campaigns, content, brand activations, mobile web and native apps, email marketing and social media integration.

- **Webby Awards 2015**, Mobile Sites & Apps category honoree for Staples iPad App

Sonicbids *Creative Director, Brand / Digital Product / UX* Boston, MA (Apr 2011 - May 2013)
Ushered the brand through a complete redesign and UX revamp. Helped build a social music marketing platform from the ground up which connected musicians, brands and promoters through leading-edge technology that transformed the business. The evolved brand and streamlined tools yielded new engagement opportunities with global brands and expanded partnerships with top festivals, ultimately resulting in the company being acquired by Backstage Magazine (through Guggenheim Partners) in Jan 2013.

Clients Include: Anheuser-Busch, Bose, Diesel, JanSport, Red Bull, Virgin Mobile, Universal Pictures
Festivals: Bonnaroo, Bumbershoot, CMJ, Live Nation, Lollapalooza, Midem, SXSW

Isobar *Sr. Art Director* Watertown, MA (Feb 2010 - Apr 2011)
Headed branding, interaction design, information architecture, and user experience for top tier accounts. Pitched and won new business. Facilitated client workshops. Coached and trained creative staff.

- **W3 Awards 2010**, Photo and Video category gold for Nikon Learn & Explore iPhone app
- **Forrester Groundswell Award 2010**, Nikon Learn & Explore iPhone app
- **WebAward 2010**, Outstanding Website in the Financial Services for The Hartford
- **Clients Include:** adidas, AKG, Boston Consulting Group (BCG), Boeing, JBL, Nikon, Motorola, Nokia, Philips, Smirnoff, The Hartford, TJX

Molecular *Interactive Art Director* Watertown, MA (Feb 2007 - Feb 2010)
Managed multiple high-profile accounts and projects simultaneously. Designed and coded websites, built prototypes. Produced wireframes, personas, user journeys. Optimized code and content for SEO.

- **W3 Awards 2008**, Sports Website gold for adidas miCoach
- **W3 Awards 2008**, Visual Design silver for adidas miCoach
- **WebAward 2008**, Best Interactive Services Website for adidas miCoach
- **WebAward 2008**, Photography Standard of Excellence for Nikon USA
- **Stevie Awards 2008**, Best Product Information Web site for Nikon USA
- **MITX Interactive Awards 2008**, Consumer Goods finalist for Nikon USA
- **MITX Interactive Awards 2008**, Health & Fitness finalist for adidas miCoach
- **Clients Include:** Aetna, abc TV Network, adidas, Alamo, The Business Journals, Game Show Network (GSN), Nikon, Northwestern Mutual, National Car, PerkinElmer, Reebok, TD Bank North, TIAA Cref

The Tannery *Creative Director* Cambridge, MA (Jan 2004 - Feb 2007)
The Tannery is arguably one of the top lifestyle retailers in the Northeast. Developed a new brand identity. Optimized marketing and social strategy. Built an e-commerce platform from the ground up, complete with a redesigned website and a custom CMS. Concepted and built brand portals. Launched the personal stylist tool.

Brands Include: Arc'teryx, Canada Goose, Converse, Moncler, Nixon, Patagonia, North Face, Timberland