

TUGCE AREL

+44 739 111 2661
sonmeztu@gmail.com
www.tugcearel.com

EDUCATION

Michigan State University, USA
Advertising & Studio Arts
B.A. 2005-2009, double degree

ABOUT

I am a multifaceted creative professional with over 11 years of experience in brand strategy, creative direction, and conceptual storytelling. My focus is on blending artistic integrity with strategic execution, working across industries from art and fashion to marketing and global brands. Passionate about creating impactful visual narratives, I lead collaborative projects that inspire and drive results.

SKILLS

Creative Direction & Visual Strategy
Brand Development & Identity Design
Digital Marketing & Engagement
Conceptual Storytelling
Project & Cross-Functional Team Management
Client Relations & Business Development
Revenue-Driving Campaign Execution
Shoots & Productions Expertise
Tech-Savvy (Figma, Canva, Google Analytics)
Working Knowledge: Salesforce, Adobe Suite

KEY PROJECTS

Creative Director – Blue Night Records

Client: Diageo | 2017 – 2018

Led branding, digital marketing, and live performances.

Assistant Art Director – Maxx Royal

Client: Maxx Royal Resorts | 2013

Managed set and production design for a luxury resort TV campaign.

Co-Curator – Times are Changing

(Pop-Up Gallery) London | 2023

Curated a gallery showcasing multimedia and sculptural works.

Artist & Founder – Tutu Arel / Tutu Tugce Sonmez London | 2018 – Present

Opened a studio on the Thames, managing commissions and brand collaborations.

EXPERIENCE

Freelance Brand Advisor & Creative Director London | 2021 – Present

Led brand identity development and editorial production for startups, driving business growth. Advised on marketing campaigns across London and internationally, improving visibility.

Marketing Manager Ceramics Classes London London | 2020 – 2021

Developed the brand identity, resulting in a 40% increase in revenue.
Drove expansion to a second branch through successful marketing strategies.

Senior Brand Manager Sony Music Ent. Istanbul & London | 2014 – 2018

Launched Blue Night Records, driving 15-20% revenue growth.
Music Advisor for Diageo & PepsiCo brands, managing cross-functional campaigns.
Directly reported to the London headquarters.

National Account Manager Groupon Istanbul | 2012 – 2014

Secured partnerships with Fiat, McDonald's, and others, increasing revenue by 35%.
Transformed Groupon's focus from local to global brands.

Project Specialist Dailymotion & MTV Istanbul | 2010 – 2012

Led integrated digital marketing campaigns, driving increased engagement and visibility for global brands.
Achieved a 5% growth in subscriptions through innovative marketing strategies.

Traffic & Creative Director Assistant RKLM Ad Agency | Istanbul | 2009 – 2010

Managed project timelines and supported the Creative Director in concept development.