

# Deniz Lopez Remzi

BSc, MSc

## Contact details

✉ deniz.lopez@emu.edu.tr

☎ 05488364702

## Academic interests

- Digital marketing
- Social media marketing
- Neuromarketing
- Health communication
- Interpersonal communication

## References

• Assoc. Prof. Dr. Ulfet Kutođlu Kuruç  
ulfet.kutoglu@emu.edu.tr

• Assist. Prof. Dr. Umut Ayman  
umut.ayman@emu.edu.tr

## About Me

After my education in Biomedical Sciences and Marketing, I am continuing my academic life with a PhD in Communication and Media Studies. My ambition is to conduct academic studies by giving lectures in Turkish and English in the fields of communication, marketing and advertising in relevant faculties.

## Educational background

### Eastern Mediterranean University, TRNC- PhD in Communication and Media Studies

2017- Present

PhD Thesis - Motherhood in digital age: A study on mothers' uses and gratifications of digital media for child healthcare and its impact on the interpersonal doctor-patient communication

### University of Salford, UK- Msc Marketing

2013 - 2015

Master thesis - E-commerce and pharmaceutical industry : A qualitative analysis of consumers' intentions towards online pharmacies in England

### University of Manchester, UK - BSc Biomedical Sciences

2009-2013

Final year research project - Effect of ER stress on processing and secretion of Interleukin-1 $\beta$

### Near East College, TRNC - High School

2002-2009

## Conference presentations

10th International Congress of Cyprus Studies  
(Eastern Mediterranean University, 2019)

- Social Media and Health Communication: Content analysis of the official Facebook pages of the Turkish and TRNC Ministry of Health

# Deniz Lopez Remzi

BSc, MSc

## My Contact

---

✉ deniz.lopez@emu.edu.tr

☎ 05488364702

## Language skills

---

- English (advanced)
- French (intermediate)
- Spanish (intermediate)
- Greek (beginner)

## Professional experience

---

### Senior Lecturer - Eastern Mediterranean University

TRNC - October 2021-present

- Internet Marketing - English and Turkish
- Neuromarketing for Marketing Communication and Advertising - English and Turkish

### Copywriter - Social Touch Advertising Agency

Istanbul, Turkey | June 2016 - September 2016

- I worked remotely on research, translation and content production for the social media page of an advertising agency serving the pharmaceutical and healthcare sectors.

### Account Executive - Havas LYNX Agency

Manchester, UK - September - December 2015

- I worked in the research and content production process of digital campaign strategies for the pharmaceutical company AstraZeneca, at an agency that provides advertising and consultancy services to various pharmaceutical companies.