

## CURRICULUM VITAE

**Raziye NEVZAT**

### EDUCATION

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- 2018 - 2016** Eastern Mediterranean University, Ph.D.  
Major: Communication and Media Studies
- 2016 - 2014** Mersin University, PhD.  
Major: Media, Culture and Urban Studies
- 2006 - 2003** Eastern Mediterranean University, M.A.  
Major: English Studies
- 2000 - 1996** Eastern Mediterranean University, B.A.  
Major: English Literature and Humanities

### ACADEMIC EMPLOYMENT

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- April 2021- Present** WMG, University of Warwick Academic Project  
Supervisor, Eastern Mediterranean University, North  
Cyprus
- February 2019-Present** Assistant Professor, Faculty of Communication and Media  
Studies , Eastern Mediterranean University
- September 2015 - 2019** Senior Instructor, Faculty of Communication and Media  
Studies , Eastern Mediterranean University
- March 2007 -June 2007** Director, Foreign Languages and Preparatory School,  
Eastern Mediterranean University

**2005-2015**                    **London Chamber of Commerce Industrial Qualifications  
Exam Coordinator, Eastern Mediterranean University**

**2000 - 2015**                    **Instructor of English, Modern Languages Division,  
Eastern Mediterranean University**

**PROFESSIONAL AFFILIATIONS AND SERVICES \_\_\_\_\_**

**Administrative Duties**

**International Affairs, Social Media and Institutional Communication  
Coordinator,  
Rector's Office, EMU. 2019-2020**

**Branding  
Strategy  
Digital Marketing  
International Affairs with Quality Assurance Bodies and other related  
parties**

**Social Media and Institutional Communication Coordinator, Rector's Office,  
EMU. 2014-2019**

**Social Media Management of University Accounts  
Digital Marketing of the University to more than 100 countries  
Branding  
News Dissemination**

**Social Media Unit and Promotion Coordinator, Rector's Office  
2009-2014**

**Promotional Activities  
Social Media Management of the University Accounts**

**London Chamber of Commerce Industrial Qualifications Exam Coordinator  
2005- 2015**

### **University Committee Memberships**

**Sponsorship Committee, Rector's Office**

**2009- Present**

**University Complaint and Improvement Committee, Rector's Office**

**2015-Present**

**Scholarship Committee, Rector's Office**

**2009-2014**

**Promotion Committee, Faculty of Tourism**

**2012-2013**

### **Organizer/ Project Coordinator**

**Social Media and Brand Week, Eastern Mediterranean University**

**2016-Present**

**<http://smbw.emu.edu.tr>**

**Workshop on Social Media for High School Students and Teachers, Mersin,**

**Turkey, 2015**

### **PUBLICATIONS \_\_\_\_\_**

#### ***SSCI***

**Nevzat, R., Amca, Y., Tanova, C., & Amca, H. (2016). Role of social media community in strengthening trust and loyalty for a university. *Computers in Human Behavior*, 65, 550-559.**

## CONFERENCE PRESENTATIONS \_\_\_\_\_

### International Conferences

**Nevzat, R. *Reviving Cultivation Theory for Social Media*, The Asian Conference on Media, Communication and Film, 9-11 October, Tokyo- Japan.**

**Nevzat, R. *Social Media in Turkish Cypriot Society: Power, Surveillance and the Monitoring Culture*, International Conference on Communication, Media, Technology and Design 27 - 29 May 2016 Zagreb – Croatia.**

### Invited Talks

**Nevzat R. *Social Media and Digital Marketing*, The School for Young Leaders, President's Office, Republic of Macedonia, 13 February 2019.**

**Nevzat R. *Social Media and Digital Marketing*, The School for Young Leaders, President's Office, Republic of Macedonia, 28 August 2018.**

**Nevzat R. *Social Media's Impact on Society*, Social Media Week Rotterdam, 16 November 2016.**

## REFEREE DUTIES AT JOURNALS

**Uluslararası Sosyal Bilimler ve Sanat Araştırmaları Dergisi- Near East University**

## THESIS SUPERVISION/EXAMINING COMMITTEES \_\_\_\_\_

***Ugwu, B. The use of digital media as communication channel during the Covid-19 pandemic: Challenges and prospects for micro, small, and medium enterprises in the Turkish Republic of Northern Cyprus*, MA Thesis, Famagusta, North Cyprus, 2021.**

***Olasupo A. What Motivates posting selfies? Investigating the Motivations behind the Frequency of Posting Personal Pictures on SNS*, MA Thesis, Famagusta, North Cyprus, 2020.**

**Samson, J. *The Cultivation Effects of Facebook Use on Perceptions of Muslims in Australia*, BA Thesis, Discipline of Communication and Media, School of Design Communication and Information Technology, The University of New Castle, Australia.( Examining Committee Member, December 2019)**

## **CERTIFICATES** \_\_\_\_\_

**Further Certificate for Teachers of Business English, London Chamber of Commerce Industrial Qualifications, 2005.**

**Overseas Teachers of English, University of Cambridge, 2002.**

## **TEACHING EXPERIENCE** \_\_\_\_\_

### ***INSTRUCTOR OF RECORD***

**Spring 2021-2022 Selective Readings, (COMM 602) PhD Course, Faculty of Communication and Media Studies, EMU.**

**Fall 2021- 2022 Brand Management (PRAD 416) Faculty of Communication and Media Studies, EMU.**

**Fall 2020- 2021 Positioning and Viral Marketing (COMM 666) PhD Course, Faculty of Communication and Media Studies, EMU.**

**Spring 2019-2020 Interactive Media and Democracy (COMM 641) PhD Course, Faculty of Communication and Media Studies, EMU.**

**Spring/Fall 2017-2019 Introduction to Social Media (PRAD 104, HIRE 104) Faculty of Communication and Media Studies, EMU.**

**Fall 2017-2018 Social Psychology Psychology (PRAD 237, HIRE 237) Faculty of Communication and Media Studies, EMU.**

**Spring 2016-2017 Current Issues in Advertising(PRAD 416), Faculty of Communication and Media Studies, EMU.**

**Fall 2016-2017 Social Psychology Psychology (PRAD 237, HIRE 237)  
Faculty of Communication and Media Studies, EMU.**

**Spring 2015-2016 Current Issues in Advertising (PRAD 416), Faculty  
of Communication and Media Studies, EMU.**

**Fall 2015-2016 Social Psychology (PRAD 237, HIRE 237) Faculty  
of Communication and Media Studies, EMU.**

**Fall 2015-Fall 2000 Senior Instructor of English, Modern Languages  
Division, Foreign Languages and Preparatory School**

**SERVICE TO THE UNIVERSITY \_\_\_\_\_**

- **Trained more than 60 institutions on social media and branding, for list of consultancies and training references please visit <http://socialmedia.emu.edu.tr>**
- **Promoted the University at trade fairs at a national and international level,**
- **Attended numerous TV programs,**
- **Organized promotional activities**
- **Worked for FIBAA accreditation and LCCI Accreditations.**

**SERVICE TO THE COMMUNITY \_\_\_\_\_**

**Member of Personal Data Protection Board, Office of the Prime Minister, Elected by the TRNC Parliament 2019- Present**

**Communication Associate and Consultant, Committee of Missing Persons in Cyprus, 2019- 2020**

## **DELIVERY OF SEMINARS AND TRAINING SESSIONS \_\_\_\_\_**

- **European Union InfoPoint (2022)**  
Social Media Usage and Personal Data Protection seminar, funded by EU included raising awareness on data protection for youth.
- **North Cyprus Banks Association, Kuzey Kıbrıs Turkcell and Dağlı Insurance, Metaverse Marketing (2022)**  
Seminar, keynote speaker to stakeholders on metaverse investment.
- **CTCCWE-Metaverse Marketing (2022)**  
Turkish Chamber of Commerce Women Entrepreneurship Committee received a seminar to encourage women to participate in digital platform.
- **Metaverse Meeting with Turkish Nicosia Mayor**  
Moderated a seminar between Mayor Mehmet Harmancı and Youth on metaverse, directed the entire process.
- **Turkish Cypriot Chamber of Commerce- Creating a Brand (2022)**  
Turkish Cypriot Chamber of Commerce members received training on how to create and manage a brand
- **Dağlı Insurance Company (2019)**  
One of the pioneers in insurance sector, Dağlı Insurance received training on how to integrate social media and digital marketing to their strategic plan.
- **Noyanlar Group of Companies (2019)**  
Noyanlar Group of Companies is one of the oldest construction companies in North Cyprus. The company received training from Raziye Nevzat about digital identity management, international marketing strategies, and data mining.
- **The School for Young Leaders, President's Office, Macedonia (2018,2019)**  
Hosted by the President of Macedonia, The School for Young Leaders provided education for young entrepreneurs on various topics including digital media, social media and 4th Industrial Revolution
- **Iran Yekta Full Service Advertising and Marketing Agency (2019)**  
Participants from many sectors were hosted in EMU and trained for digital and social media marketing.
- **UNFICYP- Using Social Media – This was a bicommunal training for NGO's from North and South on the effective usage of social media on peace building. (2017)**

- **EMU Alumni Communication and Career Research Directorate (2017)**  
Alumni Communication and Career Research Directorate staff was trained on issues such as how to represent the corporate brand in social media and what to avoid while using social media.
  
- **İran Mahan Business School (2017)**  
Mahan Business School Students from Iran that were here for the EMU Summer School were informed on how social media can contribute to companies, its impact on advertising costs and its user friendliness.
  
- **Eastern Mediterranean University In-Service Training Sessions (2015 - 2017)**  
Eastern Mediterranean University staff was trained on issues such as how to represent the corporate brand in social media and what to avoid while using social media.
  
- **Social Media Week Rotterdam (2016)**  
Raziye Nevzat participated in the annually recurring event of Social Media Week Rotterdam. The event hosts many international speakers from all round the world and Raziye Nevzat was one of the speakers informing the audience on how social media could be used successfully, social media usage in collectivist societies and social media usage statistics in Northern Cyprus.
  
- **Raşit Group of Companies- Arden Gıda (2016)**  
Raşit Group of Companies, one of the biggest import and export companies of Cyprus was provided with a training session on how to represent different brands on social media and how to promote their services on social media platforms.
  
- **The English School of Kyrenia (2016)**  
The English School of Kyrenia is an institution which is has created its own professional systems, through these system it is internationally recognized and accepts local students as well as international systems. The English School of Kyrenia were given a seminar on how to announce activities within the school, how to use social media consciously and how to reach new communities on social media platforms.
  
- **Cherry Red Advertising Agency (2016)**  
During the training session that was conducted with Cherry Red Advertising agency the employees were trained on issues such as the adaptation of advertising agencies to the digital world, the considerations in visual advertising, video and other materials in digital advertising, and the necessity of advertising agencies to direct customers to digital platforms.



- **Iktisatbank (2016)**

One of the training sessions that were held by Raziye Nevzat took place in Iktisatbank's head offices. This session was attended by the managerial staff of Iktistatbak. Staff behaviour on social media, the efforts of to pretend social media crises, the importance of company language used on digital media and examples from the banking industry were explained during this session.

- **Ministry of the Foreign Affairs of TRNC (2015, 2018)**

The training session that took place in the Ministry of Foreign Affairs consisted of the digital presence of the government institutions, the branding language of government institutions in digital environment, the risks and crises, and how to accelerate the distribution of information among the citizens of TRNC.

- **Creditwest Bank (2015, 2018)**

The training session of CreditWest Bank took place with a crowded participant group; training was carried out with the employees that actively used social media. The tone of language used by banking in the digital world, world examples in the banking sector, ways to address local mass media, and creating a social media team within the company were discussed.

- **Turkish Cypriot Chamber of Industry (2015, 2016, 2017)**

During the regular training sessions that take place since 2015, the industrialists are informed on how to create their own brands, new trends in social media and examples from the industry.

- **Turkish Cypriot Coastal Safety (2015)**

In the training conducted with the Turkish Cypriot Coastal Safety its members received information on how to improve the presentation of the services they provide, how to be more accessible and sectorial examples were discussed.

- **EMU and Mersin Provincial National Education Directorate, Turkey. (2015)**

High school students and high school teachers participated in the workshop which took place with the cooperation of Mersin Provincial Directorate of National Education, Turkey and Eastern Mediterranean University. On the first day school principals and councillors received information on social media. On the second day high school students received training on conscious social media usage.

- **Turkish Cypriot Chamber of Commerce (KTTO, 2015, 2016)**

During the seminars organized for the Turkish Cypriot Chamber of Commerce, innovations, opportunities and examples from within the sector are discussed each

year, as well as what topics may be trending next year and the ways that successful companies follow for brand promotion are shown.

- **Azerbaijan Student Society (2014)**

Members of Azerbaijan Student Society were informed on how to use social media more actively, transforming their online identities into personal brands, and how to improve their chances of employment through social media.

- **Socialist Democracy Party (2014)**

The training session of the Socialist Democracy Party took place in 2014 before the election period. It was attended by Mehmet Harmancı and his team, who is still serving as Mayor of Nicosia Municipality. During this training session, information was given on how political parties can use social media, how to direct their personal brands of political figures, and how to get more people through social media to get donations or participation for the political party.

- **Turkish Cypriot Hoteliers Association (KITOB, 2014, 2016, 2017)**

During the regular training sessions conducted with the Turkish Cypriot Hoteliers Association the hoteliers are informed on tourism sector within social media, how to encourage the guests to share content about the brand, and how social media provides feedback on the tourism institutions performance.

- **Ornek Holidays (2014)**

Ornek Holidays staff members received a training session on the importance of brand presence in social media, how to create visuals and videos that match the value of the brand, and current examples from the tourism sector were explained to the staff.

- **Beyarmudu Municipality (2014)**

During the training conducted with Beyarmudu Municipality, the social media unit explained how municipal services can be announced on social media, how to get feedback, and how announcements can be made to reach more citizens of the municipality.