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# NESLIHAN ÇEVİK, ASSC. PRO.

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## PROFESSIONAL SUMMARY

- **Former politician offering political counsel.** As a former politician, specializes in political analysis and legislative monitoring, providing unique insights into political developments in Turkey and their regional/global implications.
- **Insights for Global Muslim Demographics.** Profound understanding of sociocultural dynamics, consumer behavior, and market trends within Muslim demographics enabling a holistic approach to political analysis.
- **Development in Muslim Majority Contexts.** Experience in international development work in Muslim-majority contexts, focusing on youth, women, and social development.
- **Published Author on Islam and Recognized Thought Leader.** Authored "Muslimism in Turkey and Beyond: Religion in the Modern World" (Palgrave MacMillan,2015) and numerous influential publications, reflecting expertise in religious movements, politics, development, and social issues.

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## SKILLS

- Political Analysis
  - Legislative Tracking
  - Advanced Research
  - Programming
  - Project Management
  - Regional Policy Making
  - Halal Markets & Muslims consumerism
  - SDGs Alignment in Muslim contexts
  - Start-up Entrepreneurship
- ✔ Innovative problem solver      ✔ Reporting & Public Speaking
- ✔ Multi-domain expertise      ✔ Media Relations & Crises Management

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## PROFESSIONAL EXPERIENCE

### Political Career

**Party Spokesperson** | Democrat Party| March, 2021 - June, 2023

- Boosted the party's public image by 50% through strategic public and media engagement, demonstrating skills in communications and media handling.
- Developed youth entrepreneurship policies, adopted by the main opposition, poised for legislative enactment to strengthen Turkey's entrepreneurial framework.

**Deputy Chair & Head of R&D** | Future Party| 2021 - 2022

- Launched and managed the 'Green Letter' campaign, a digital initiative designed to boost citizen involvement in local governance, resulting in a significant 40% increase in voter engagement
- Improved grassroots intelligence by training and coordinating R&D branches across 36 cities.

**Deputy Chair & Head of Communication** | Future Party| 2019 - 2020

- Led communication branches across 60 cities, boosting the party's digital and social media outreach
- Led targeted research to identify new-party voter inclinations to develop a blue-ocean strategy and tailored communication for the party.

## **Intergovernmental Organizations and Development**

**Senior Consultant** | Islamic Development Bank, KSA| Women & Youth Empowerment, Resilience and Social Development Department| Jan.,- July, 2019

- Produced three key reports focused on “Economic Empowerment”, “Education”, and “Engagement” of youth in Muslim majority states, aligning with the 2023 SDG Goals.
- Developed strategic policy recommendations to enhance youth advancement, integrating comprehensive project assessments and global best practices.

**Lead Social Scientist** | SESRIC, Organization of Islamic Cooperation, Turkey| 2016-2018

- Led ministerial meetings and directed the development of National and Regional Action Plans in women’s empowerment and youth employment, informing regional policy and decision-making.
- Innovated coordination tools adopted by the member-states, including the "Youth Policy Score Index" and the "Multiple-Path Cooperation Model" for advanced monitoring of women's status, significantly boosting data standardization and policy effectiveness.

## **Private Sector and Start-ups**

**Senior Consultant** | Sourcable Columbia University Start-up Lab, USA| Aug., - Nov.,2023

- Guided the start-up through a strategic pivot, employing the Jobs To Be Done (JTBD) methodology to refine customer targeting and facilitated improved investor communications.

**Consultant** | DE FACTO, Turkey| July - Sep.,2017

- Identified key trends in young Muslim consumerism, driving the development of the new "Modest Line" and facilitating the company's successful entry into halal markets as a mainstream/secular retailer.

**Founder & CEO** | M-Line, Turkey| Apr., 2015 - Dec., 2017

E-commerce start-up company catering to clothing and lifestyle needs of young modest wearers.

- Launched a brand embracing the 'passionately modern and passionately Muslim' ethos, dramatically shifting the Islamic fashion landscape.
- Established a love brand in as short as 4 months.
- Raised seed investment and achieved 20% month-over-month growth in 6 months with no paid advertisement

**Consultant** | SefaMerve, Turkey| Sep., 2014 - Aug., 2015

A modest fashion e-commerce retailer valued over \$ 500mil.

- Identified emerging trends in young Muslim consumer needs, and successfully guided the company's entry into the \$151 billion hijabi sportswear market, accurately forecasting significant sector growth.

## **Academia, Publications and Research**

**Post-Doctoral Fellow** | IASC, University of Virginia, USA| Aug.,2010 - Sep.,2013

- Produced the book, *Muslimism in Turkey and Beyond: Religion in the Modern World*, Palgrave MacMillan: New York (2015).
- In addition to my book, I have authored over 50 publications spanning topics such as radicalism, youth, and development policies. These contributions, including academic papers, policy analyses, and op-eds, have been translated into several languages. As a subject expert, I have delivered numerous speeches at esteemed institutions such as Konrad-Adenauer-Stiftung (KAS), the Social Trends Institute, CAIR Chicago, the Kroc Institute, and the US Library of Congress.

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## CURRENT AFFILIATIONS

- ✓ **Associate Fellow** | IASC, University of Virginia, USA| 2013 - Current
- ✓ **Expert on Gender, Islam, Halal Markets** | “Arctic Muslims Project”, University of Southern Denmark| 2022-2025

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## EDUCATION

### **2010-2013 | IASC, University of Virginia**

Post-Doctoral Fellowship - Institute for Advanced Studies in Culture

### **2003-2010 | Arizona State University**

Ph.D.- Sociology and Computational Statistics

### **2002-2003 | Bilkent University**

M.A. - Political Science and Public Administration.

### **1997-2002 | Ankara University**

B.A. - Sociology

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