

under  
construction

.Istanbul

.London

212

Marketing  
Services &  
Consultancy

# Hello!

## We are Under Construction 212.

We offer partnership solutions in...

- Branding
- 360° Hotel Marketing
- Pre-opening Hotel Marketing
- Food & Beverage Marketing
- Spa Marketing
- Digital Marketing
- Brand Identity Design
- Creative Design
- Social Media Management
- Photography and Videography
- Architectural Photography



**U**NDER  
CONSTRUCTION 212

# About Under Construction 212

As the Co-founders of Under Construction 212, we are two partners passionate about marketing. We both have excelled in hotel marketing management, especially including marketing in hotel openings and rebranding.

We are a boutique marketing consultancy company, that has embraced a hands-on approach and acts as your business partner.

It does not matter if your hotel or company has a marketing department or not, we offer flexible and tailor-made solutions. We act as your marketing department or offer guidance and consultancy to your existing team, depending on your organization's needs.

The logo for Under Construction 212 features the word "UNDER" in a large, bold, black sans-serif font. The letter "U" is stylized with multiple horizontal lines. To the right of "UNDER", the number "212" is written vertically in a smaller, grey font. Below "UNDER" and "212", the word "CONSTRUCTION" is written in a bold, black sans-serif font.

**UNDER** 212  
**CONSTRUCTION**

# Who are we?

## Esra Demir

### Co-founder

My professional journey began in 2007 at Elixir Holidays in London. Upon returning to Istanbul, I continued my career at Hillside Beach Club. Following this role, I served as the Sales and Marketing Manager (involved in rebranding) at Coliseum Sports Club in Istanbul. Moving to Club Marvy in Izmir in 2017, I took on the role of Brand and Product Manager during its opening year, focusing on the establishment and branding process. Subsequently, in 2019, I joined Marriott International at JW Marriott Hotel in Ankara as a Marketing Manager. Throughout this career path, I honed my expertise in sales, branding, marketing, and communication. Leveraging my sales experience and marketing acumen, I've consistently devised comprehensive 360-degree sales and marketing strategies tailored to each brand I've been associated with.



# Who are we?

## Sevi Gürsoy Co-founder

Born in Izmir in 1985, I completed my middle and high school education at The American Collegiate Institute in Izmir. I received my undergraduate degree in Guidance and Psychological Counseling from Boğaziçi University's Department of Educational Sciences. My professional journey began at Migros Ticaret A.S., where I worked in the Corporate Communication and Training departments.

In 2012, I joined Le Méridien Istanbul Etiler, a part of Starwood Hotels & Resorts, as a Training Manager. That same year, I began my Executive MBA at Istanbul Technical University, graduating in 2014 with a specialization in marketing. Following Marriott International's acquisition of Starwood Hotels & Resorts in 2016, I started to work for Marriott International. In 2017, I embraced my passion for marketing and took on the role of Marketing Manager at Le Méridien Istanbul Etiler, where my work has been awarded many times by Marriott International.

In 2019, I received the prestigious Marriott International ELITE Award as Brand and Marketing Leader of the Year, both for the European region and globally. Following this achievement, I was appointed as the Director of Marketing and PR for the pre-opening of JW Marriott Istanbul Bosphorus and Sheraton Istanbul City Center. I successfully managed all marketing processes for the launch of both properties and onward.

Since 2021, I have been working as a business partner, providing strategic and operational marketing support to hotels and companies.



# References

## InterContinental Istanbul

- Social Media Management (Hotel & City Lights)
- Social Media Ads Management
- Creative Design
- Architectural Photography & Videography

*Five-star ambiance at one of Istanbul's best addresses in the heart of the city...*



# References

## Flamingo Lara

- Opening Marketing Project - Branding
- Social Media Management
- Social Media Ads Management
- Brand Identity Creation
- Creative Design
- Architectural Photography & Videography

*The rhythm of the dance, the energy of the music, and delicious delicacies... An unforgettable experience awaits you with Flamingo Lara.*

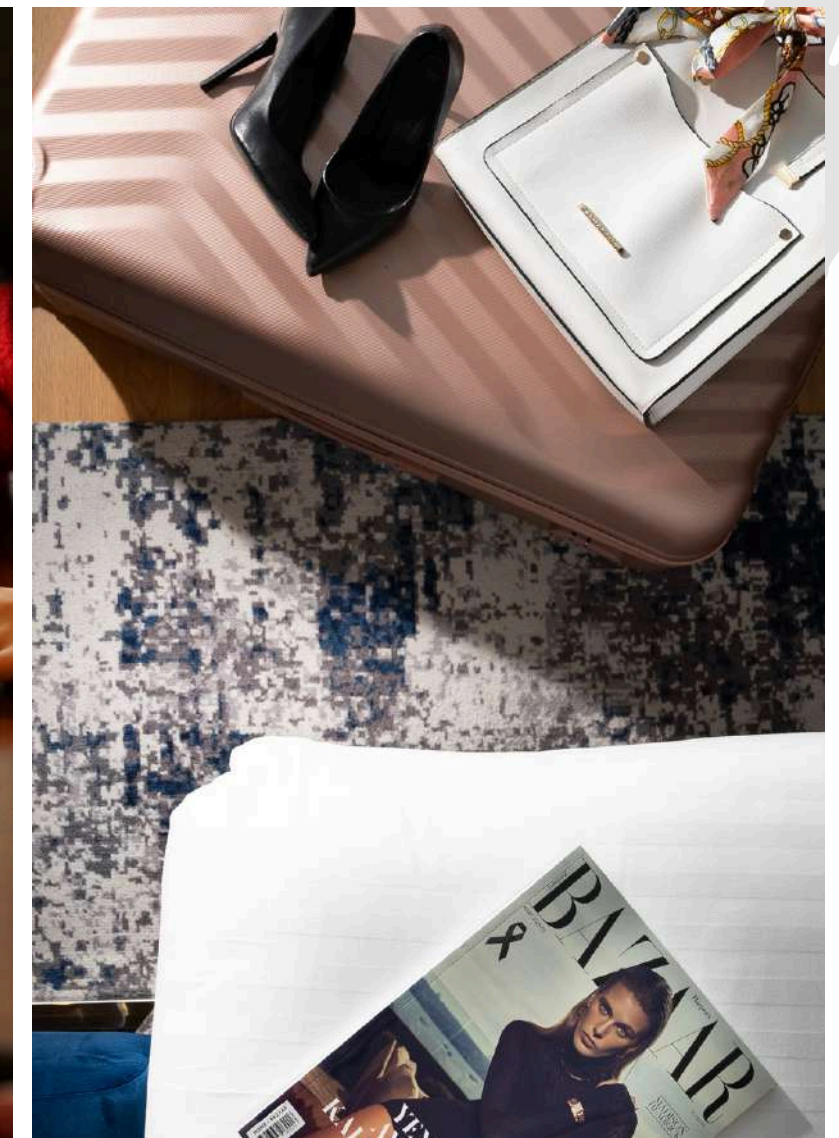


# References

## Delta Hotels by Marriott Istanbul Levent

- Pre-Opening Hotel Marketing
- 360° Hotel Marketing
- Marketing Consultancy
- Branding & Brand Identity
- Creative Design
- Digital Marketing
- Social Media Management
- Social Media Ads Management

*Delta Hotels by Marriott Istanbul Levent is set to be a popular spot for professionals who want to work, collaborate, meet and explore the city at ease.*



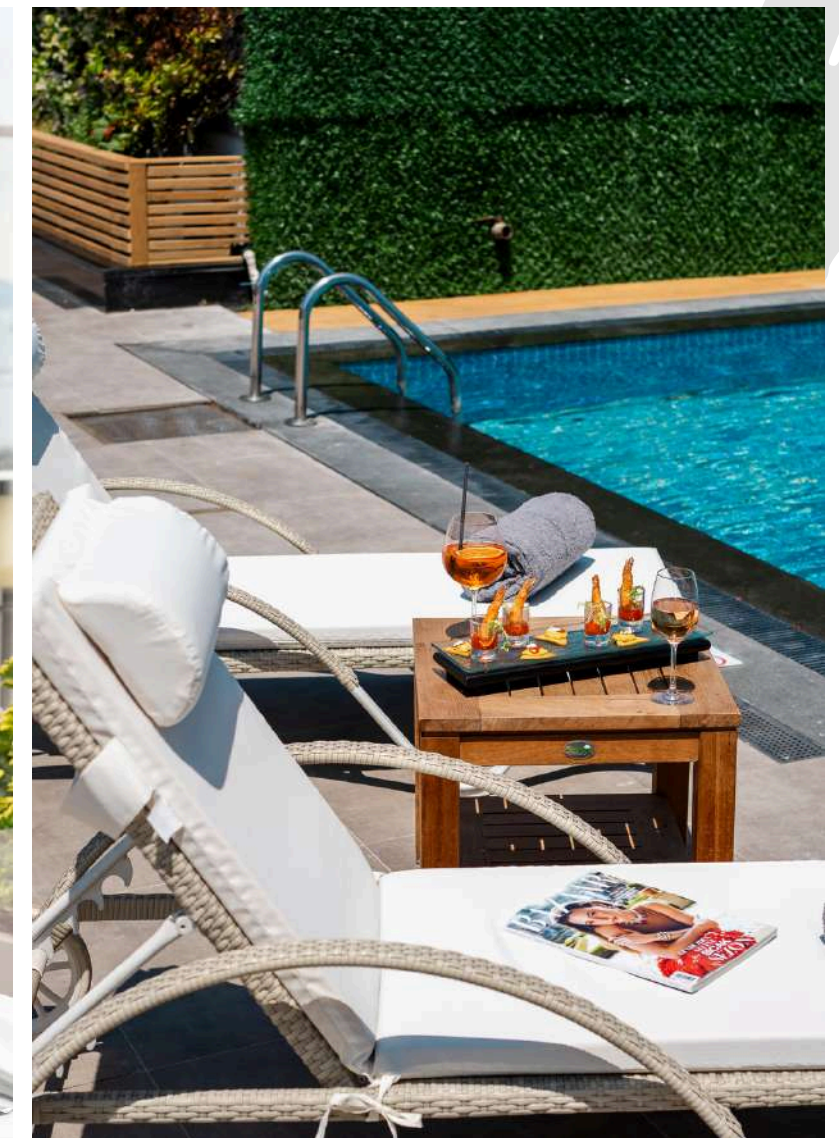


# References

## Istanbul Marriott Hotel Pendik

- Social Media Management
- Creative Design

*5-star hotel in Pendik, with stylish sea view rooms, spa, and exquisite dining.*

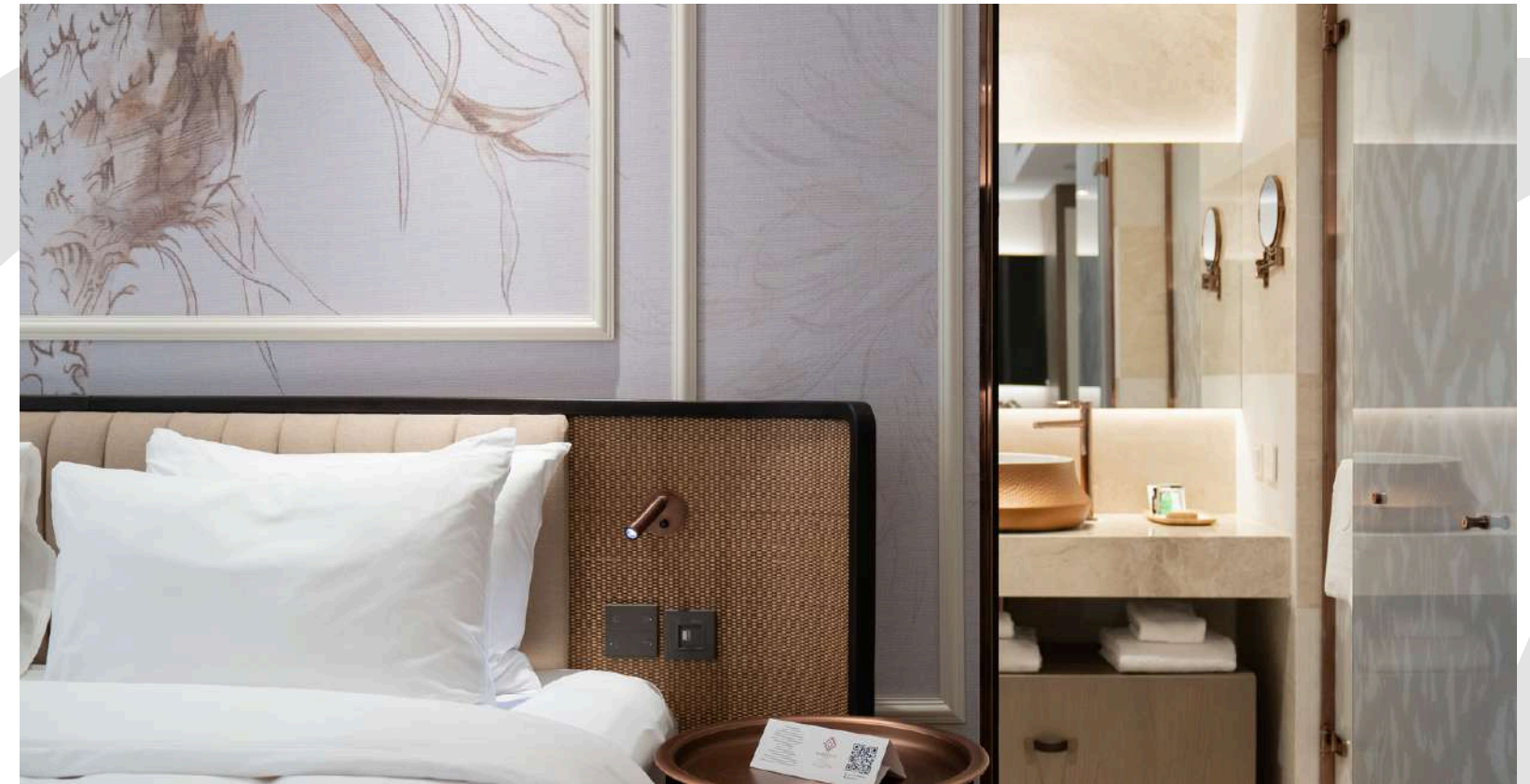
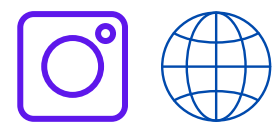


# References

## Burdock Hotel Istanbul, Autograph Collection

- Social Media Management
- Social Media Ads Management

*The Burdock Hotel is situated in one of the most popular areas of the city, along the historical and mystical route. It is surrounded by a blend of authentic and contemporary art, design, and artisanal workshop hotspots.*



# References

## Radisson Blu Hotel, Istanbul Pera

- Social Media Management

*Radisson Blu Hotel, Istanbul Pera offers you the ultimate Turkish experience with unique views to the Golden Horn.*

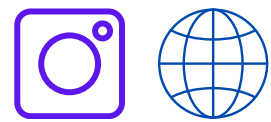


# References

## Radisson Blu Hotel, Diyarbakir

- Social Media Management

*Radisson Blu Hotel, Diyarbakir, situated in the city's new business district.*

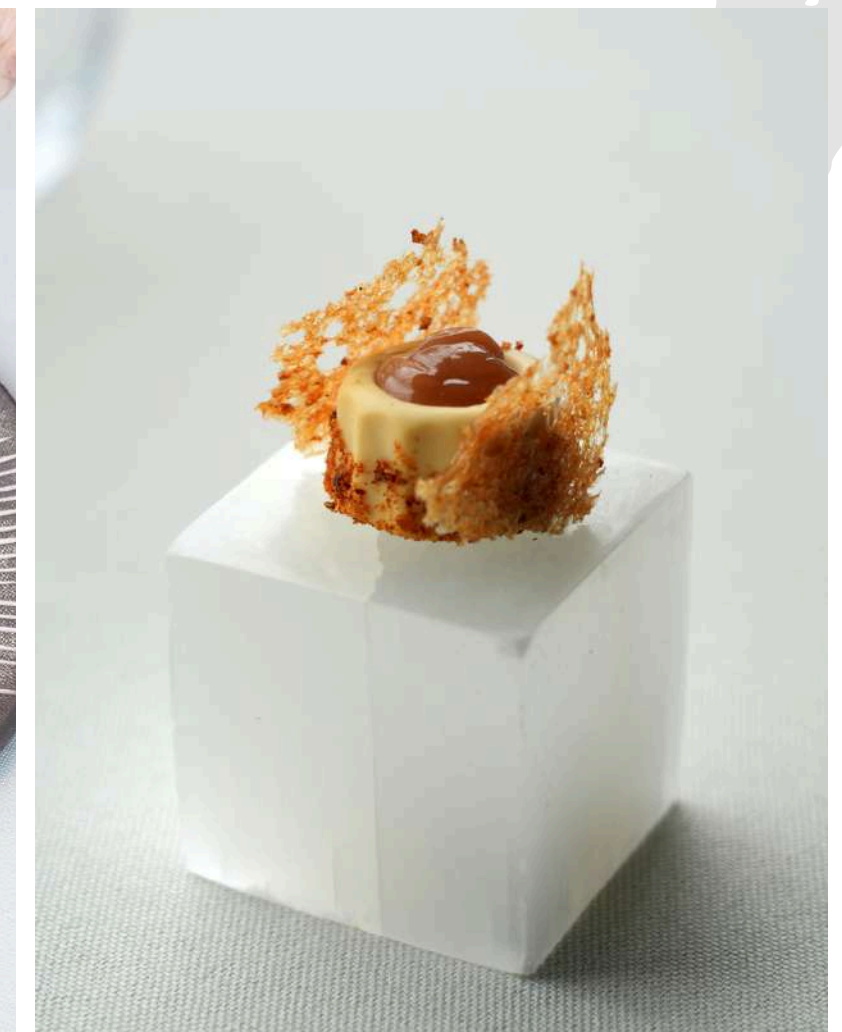


# References

## Nicole Restaurant

- Social Media Management
- Social Media Ads Management
- Food Photography for New Menu

*Michelin Star awarded Nicole invites you to a tasteful journey with a special selection of contemporary cuisine along with the magnificent view of the Old Town.*

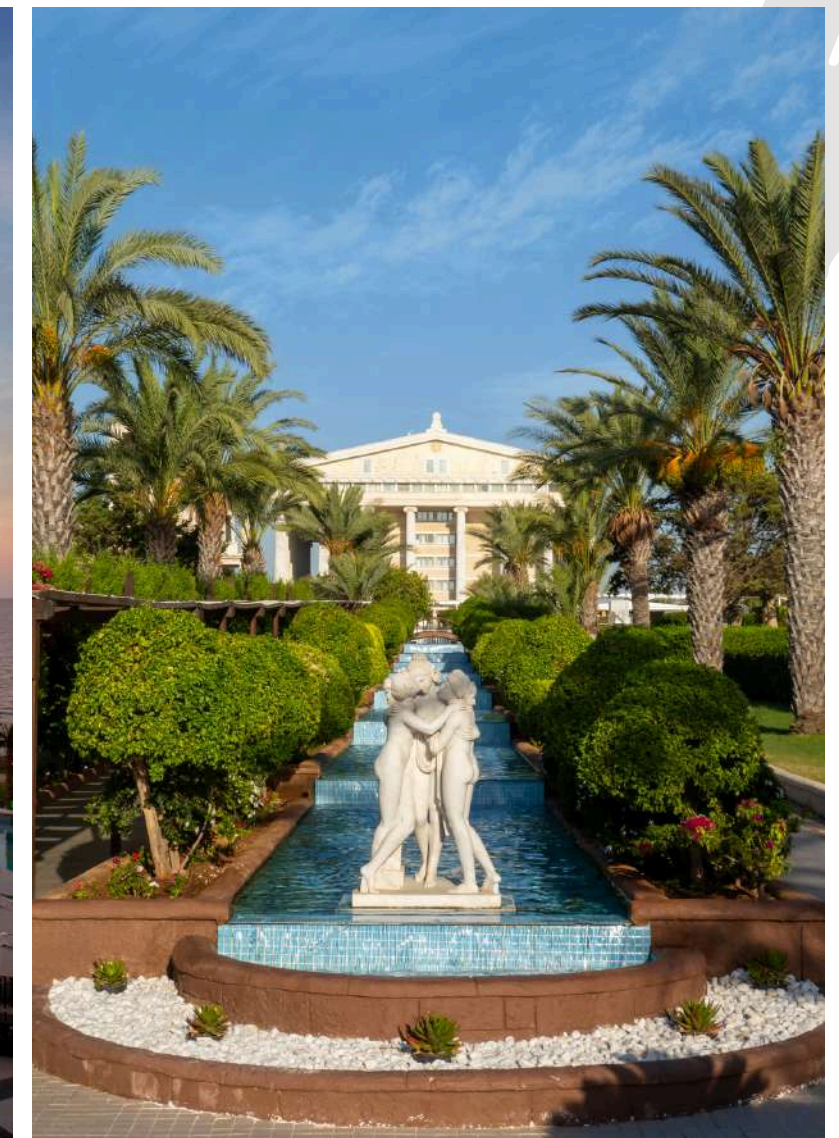
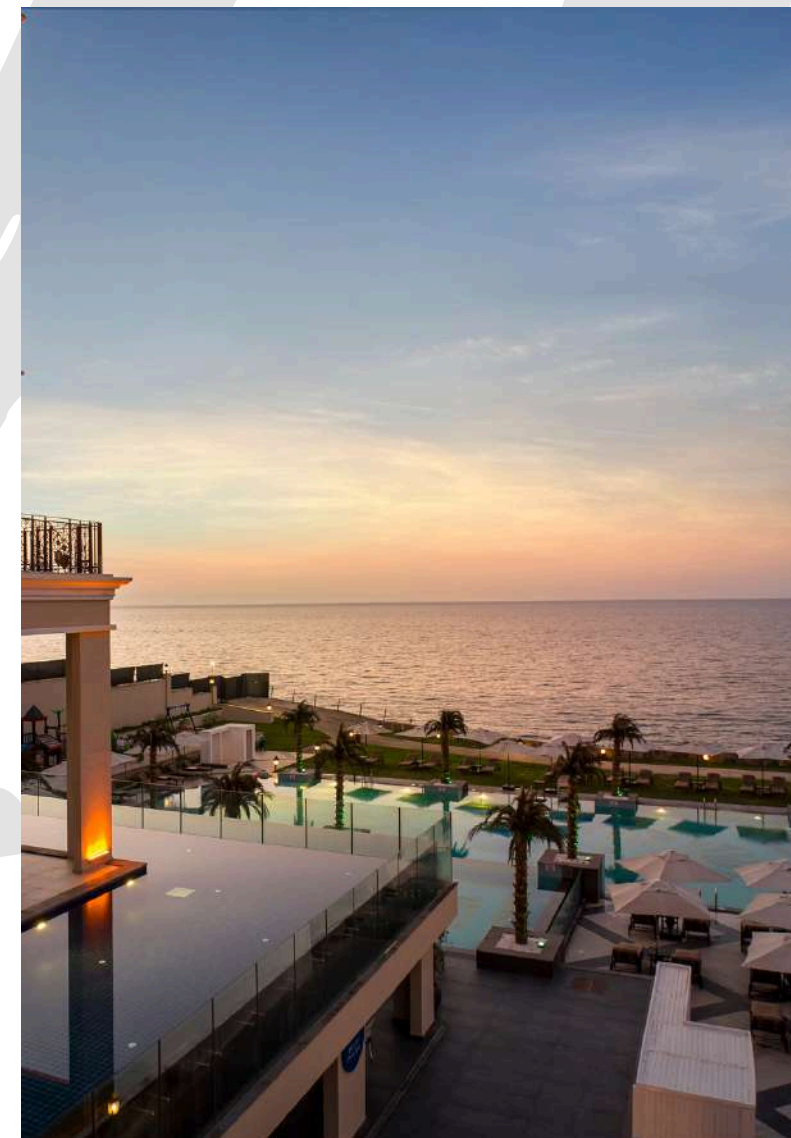


# References

## Kaya Hotels & Resorts Kaya Palazzo Hotels & Resorts

- Architectural Photography for all Hotels of the Group (11 hotels)

*Kaya Holding carries out its primal investments and operational activities within the tourism sector.*



# References

## JW Marriott Hotel Istanbul Marmara Sea

- Creation of the Four F&B Venue Logos
- Copywriting for Marketing Materials (Turkish & English)

*With its unrivalled seafront location, JW Marriott Istanbul Marmara Sea is the pinnacle of modern luxury.*



CERES

SAL

THE  
VOLADO  
LOUNGE

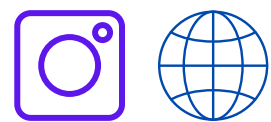
THE PEARL

# References

## Crowne Plaza Istanbul - Ortakoy Bosphorus

- Social Media Management
- Marketing Consultancy
- Creative Design

*Crowne Plaza Istanbul - Ortakoy Bosphorus is located in Ortakoy Istanbul, in the hearth of the Bosphorus coastline.*





# References

## Doubletree by Hilton Istanbul Moda

- Social Media Management (Hotel & Hood)
- Creative Design

*Doubletree by Hilton Istanbul Moda is situated on the Asian side, nestled between the Moda and Kadikoy districts. It is conveniently within walking distance of ferry and metro links connecting to the European side of the city.*



# References

## Sheraton Istanbul Levent

- Marketing Consultancy

*Centrally located in Istanbul's business district on the European side near trendy shopping, the newly renovated 5-star Sheraton Istanbul Levent is within an easy 30-minute drive from Istanbul Airport. Metro entrance directly in front of the hotel provides convenient access to everywhere in the city including Taksim Square & the Historical Peninsula.*

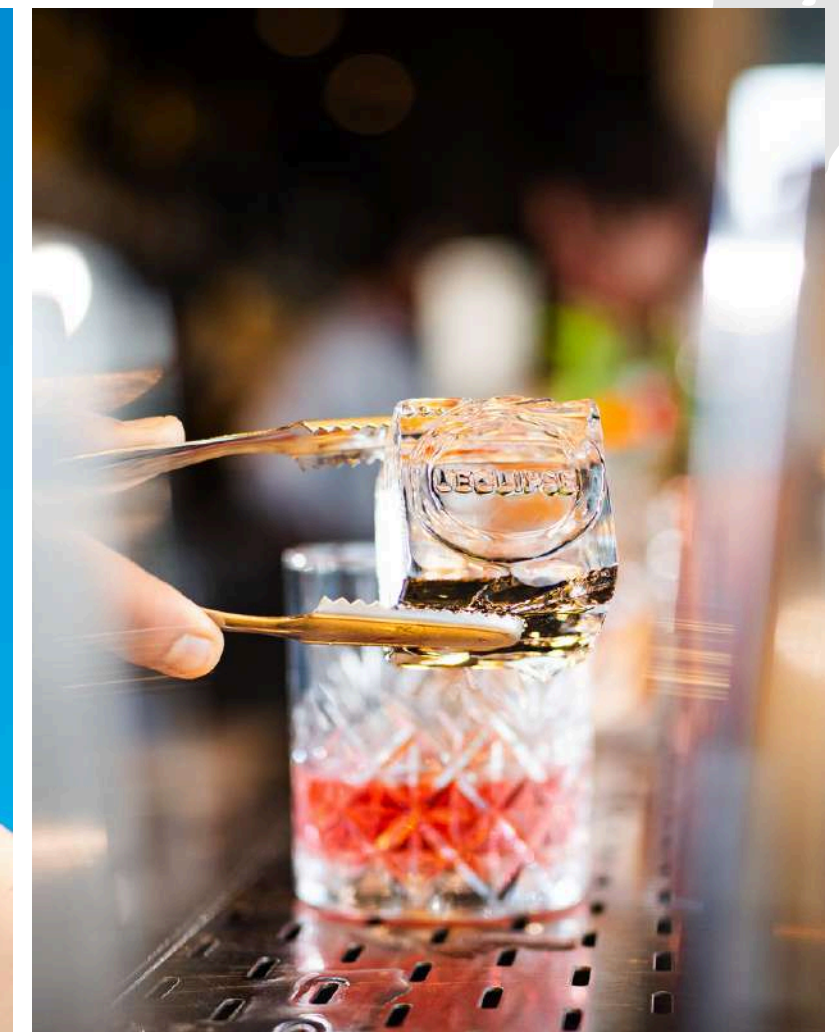


# References

## Le Méridien Istanbul Etiler

- Marketing Consultancy
- Social Media Management

*Rising a stunning 34 stories above the city, this 5-star hotel in the prestigious Etiler district enjoys a prime location from which to explore the prolific historic landmarks and many stylish restaurants, bars, and boutiques Istanbul has to offer.*



# References

## Address Istanbul Hotel

- Copyrighting for rooms & suites descriptions (Turkish & English)

*Combining luxury with urban lifestyle, Address Istanbul is in the heart of the luxury Emaar Square on the Asian side of Istanbul, is the destination unto itself with unlimited possibilities.*



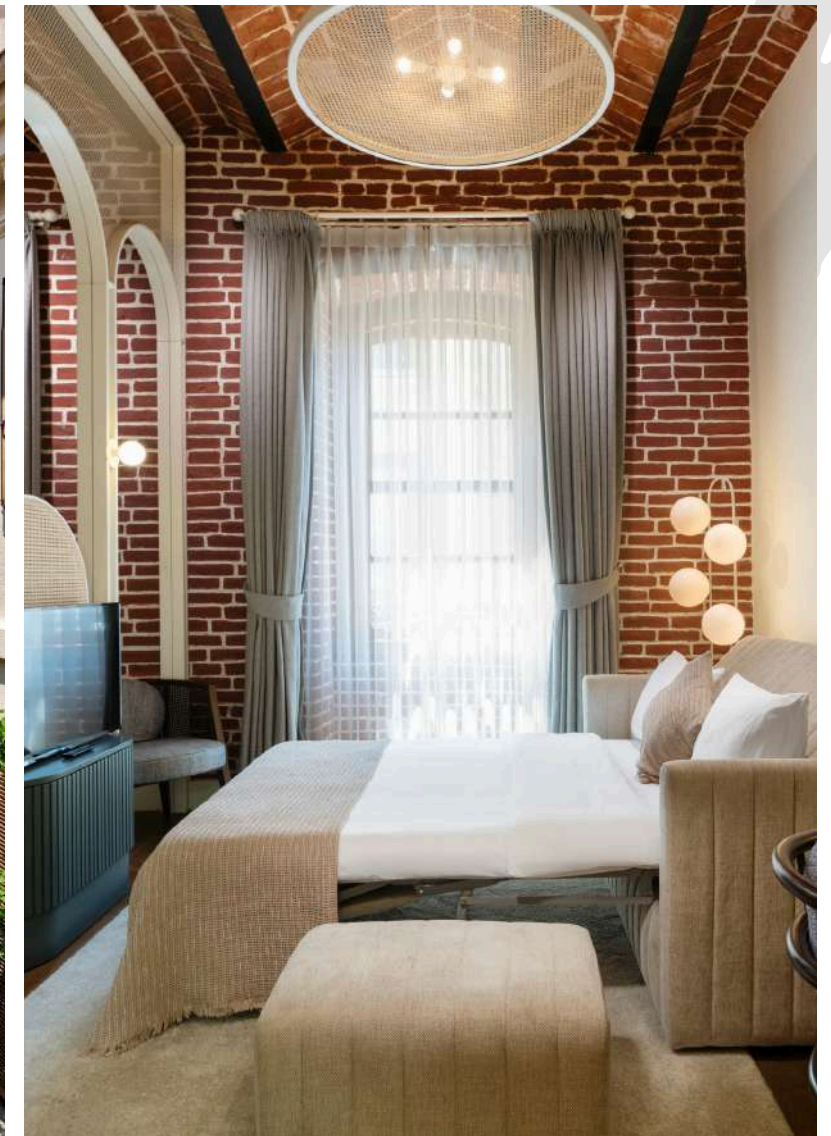
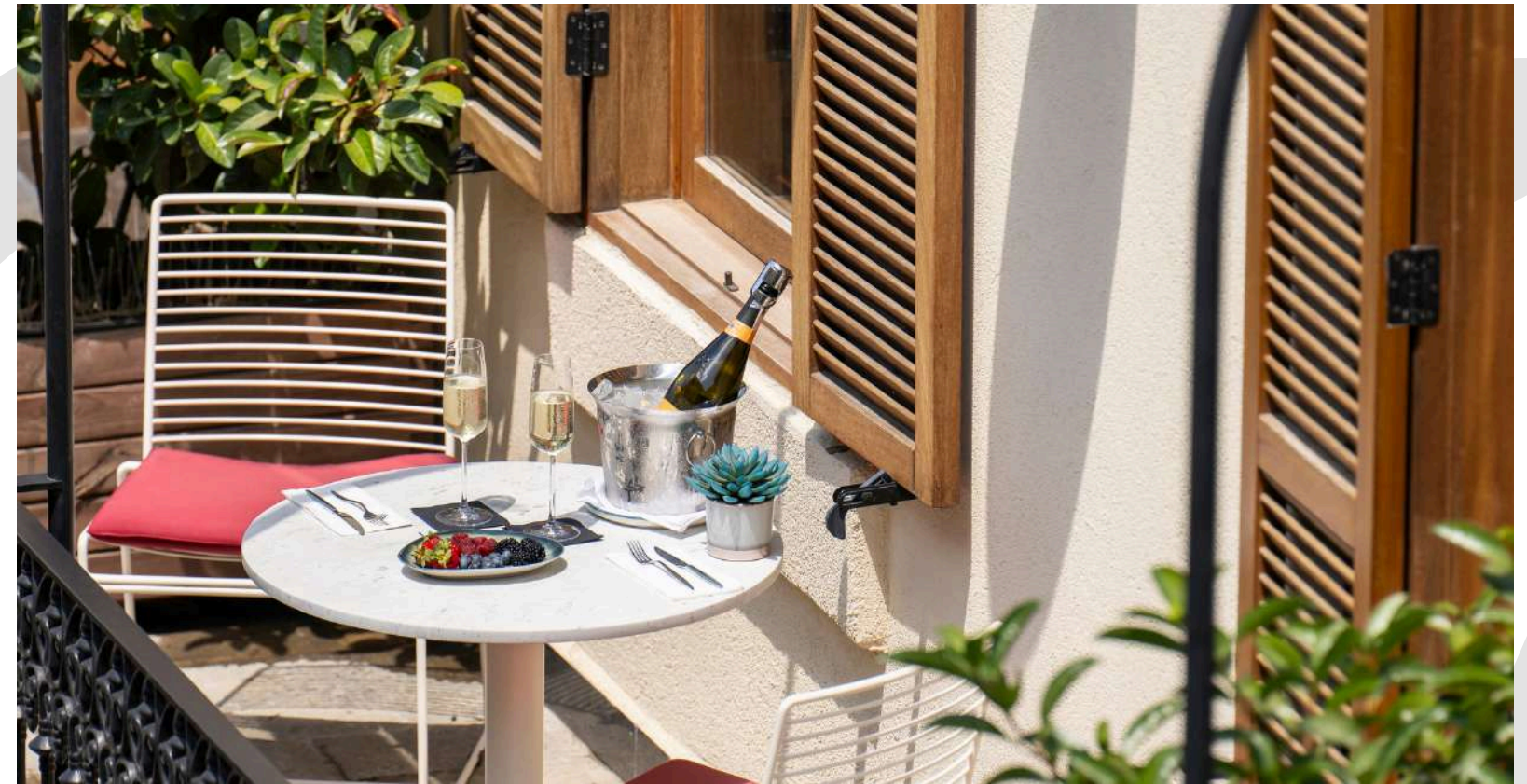
# References

## Ecole St. Pierre Hotel

- Architectural Photography & Videography

*Designed with respect to the historical heritage, allows you to feel the multicultural experience.*

*For videos, please click [here](#).*



# References

## IL Cortile Istanbul

- Architectural Photography
- Lifestyle / Social Media Photography

*An Italian in Galata with Genoese defence walls remains from 13th century.*



# References

## iGuru

- Architectural Photography & Videography

*The backyard of the Galata Tower.*



# References

## Delta Hotels by Marriott Istanbul Kagithane

- Marketing Consultancy
- Social Media Management
- Social Media Ads Management

*Delta Hotels by Marriott Istanbul Kagithane is an excellent choice for travelers visiting Istanbul.*



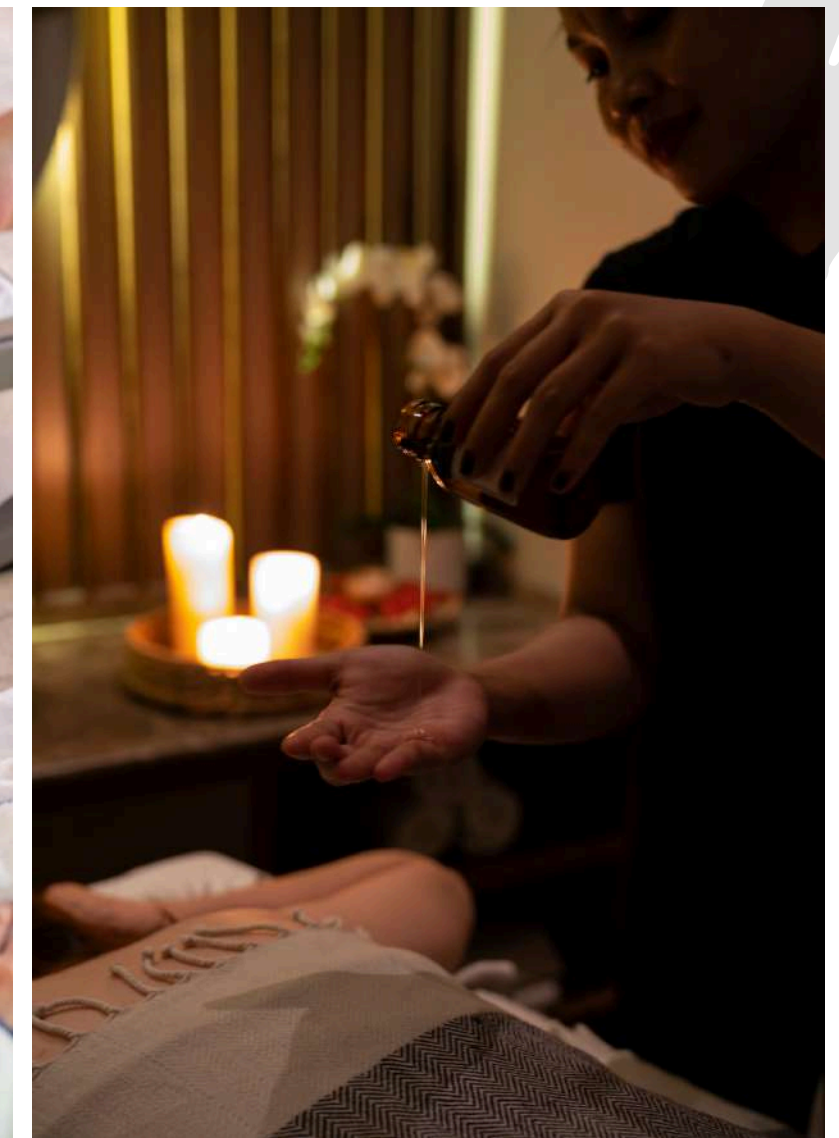


# References

## Delta Spa & Wellness at Delta Hotels by Marriott Istanbul Kagithane

- Social Media Management

*Located at Delta Hotels by Marriott Istanbul Kagithane, Delta Spa & Wellness offers Turkish bath, steam room, sauna, pool, spa, massage, and body care services.*



# References

## Adahan DeCamondo Pera, Autograph Collection & DeCamondo Galata, Tribute Portfolio Hotel

- Marketing Consultancy

*Imagine the warm comfort of a peaceful old house in the center of Istanbul where you will find the leisure to wake up to the sound of doves, where you can sip your coffee looking at the gorgeous Hagia Sophia and Topkapi Palace, appreciate the reliefs carved by Italian craftsmen hundreds of years ago...*

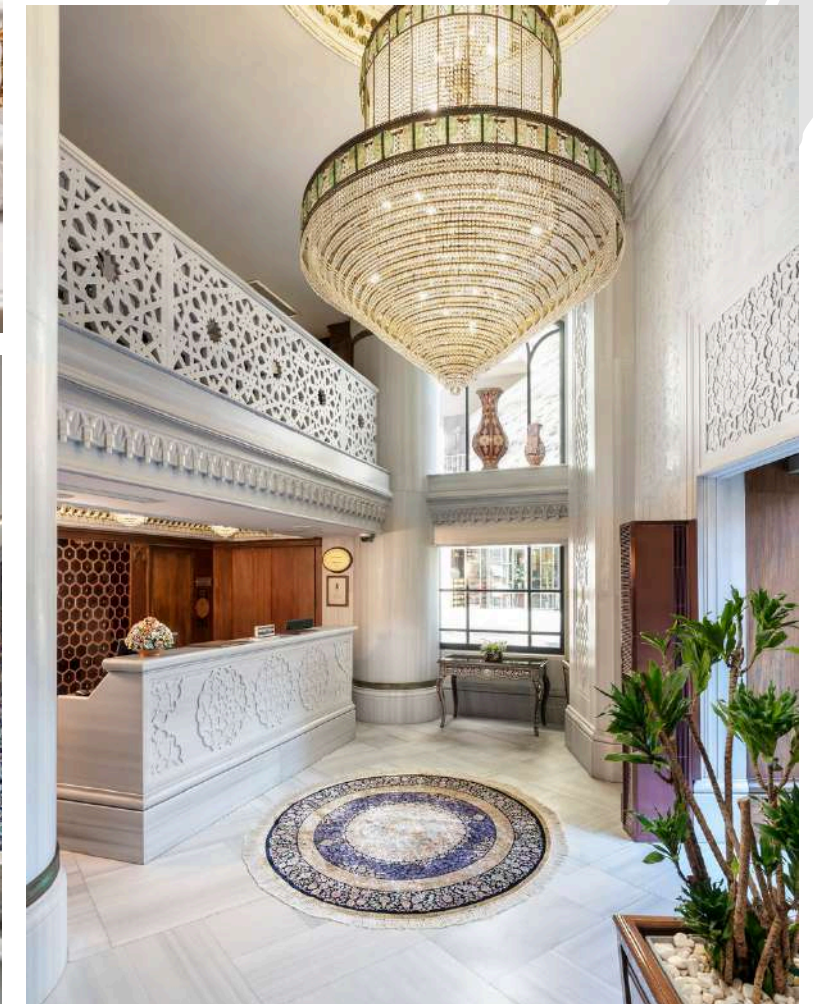
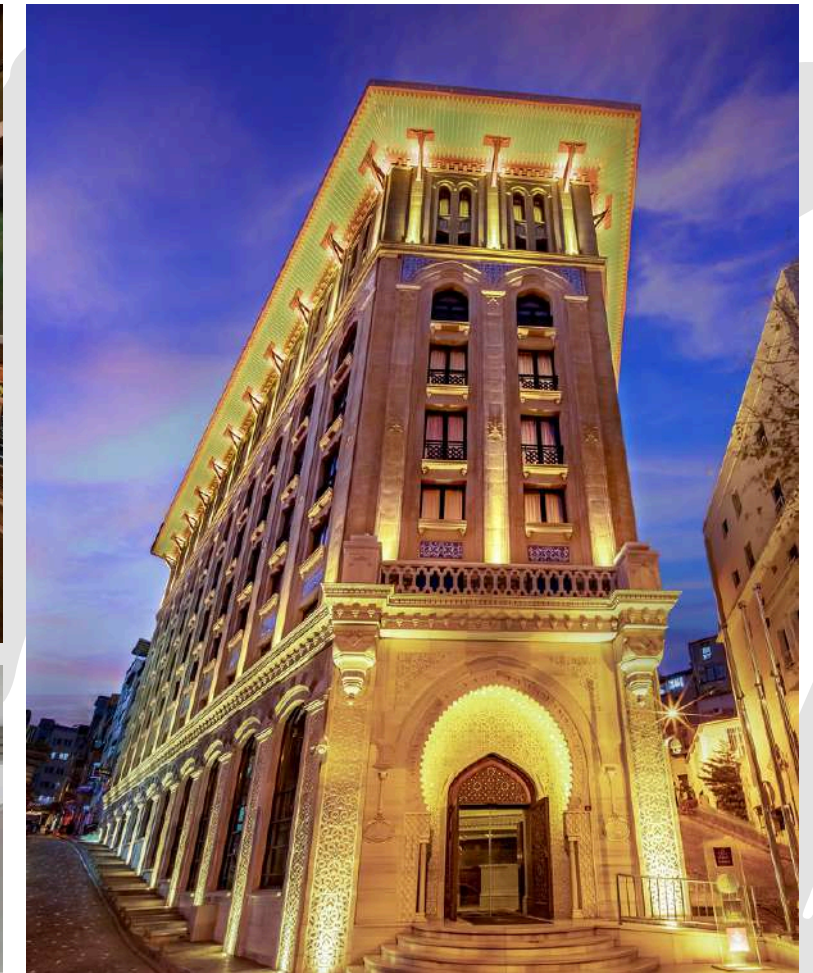
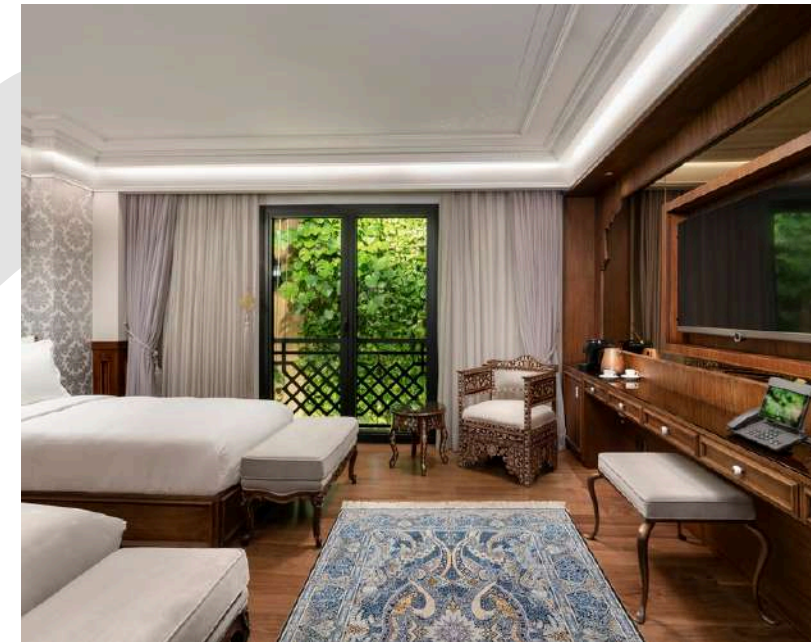


# References

## AJWA Sultanahmet

- Architectural Photography

*Located in the heart of Istanbul's Old City and blends the finest features of Seljuk and Ottoman architecture.*

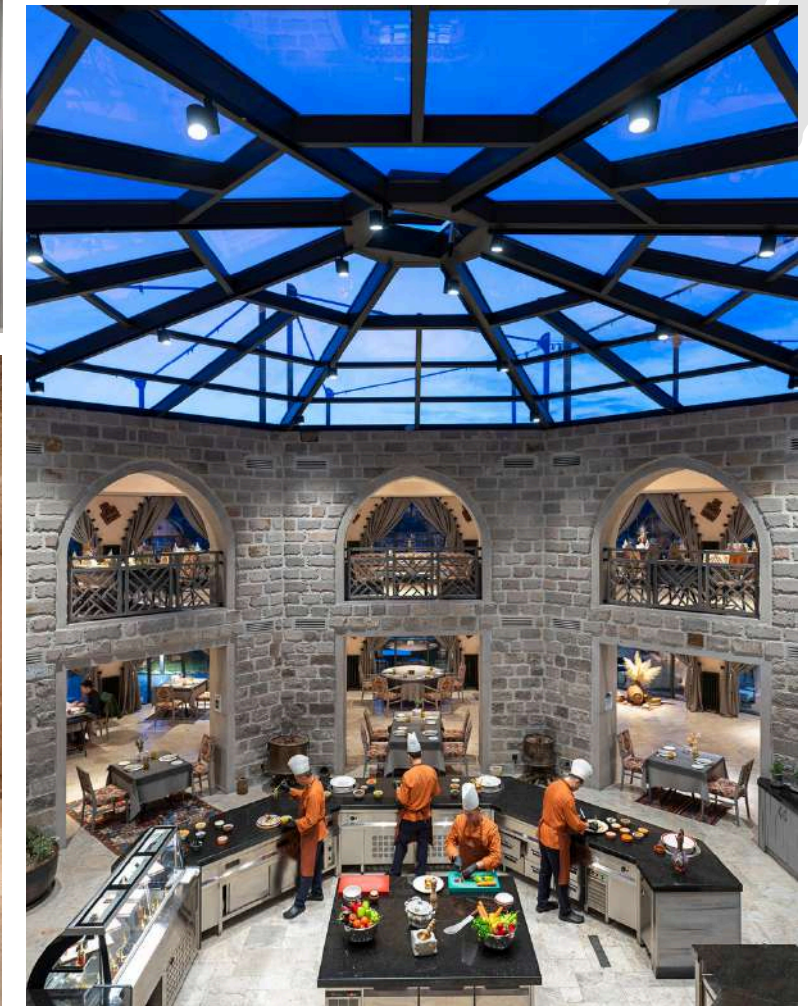
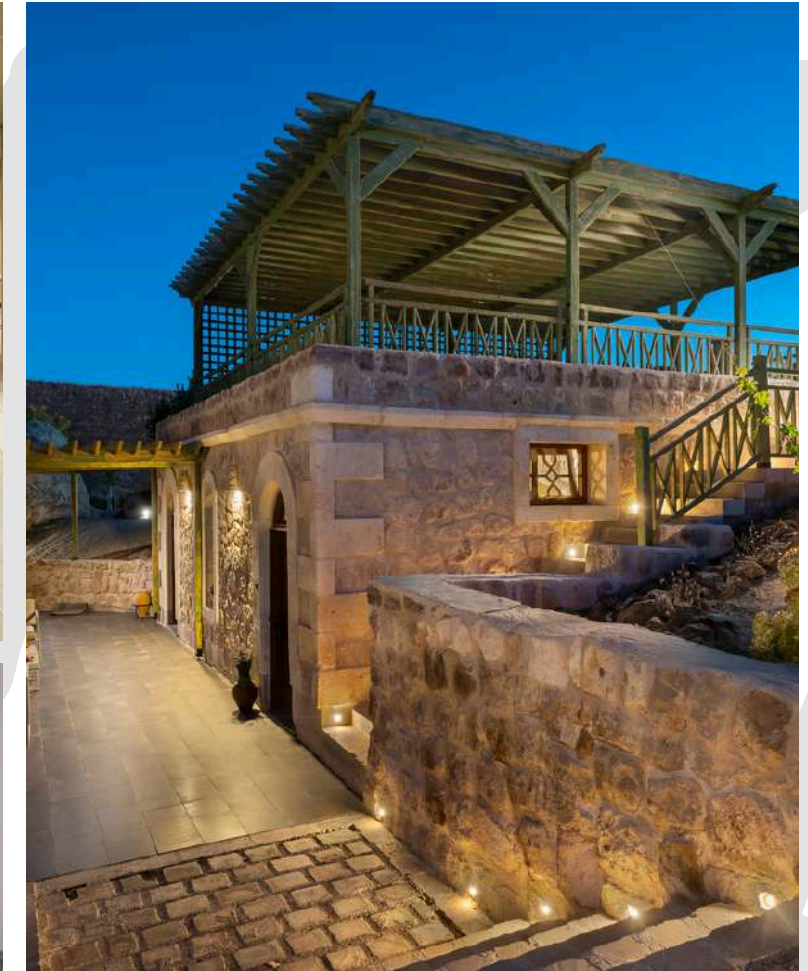


# References

## AJWA Cappadocia

- Architectural Photography

*Built on 90 acres, AJWA Cappadocia promises a fascinating lifestyle experience.*



# References

## Scarlette Bosphorus

- Social Media Management
- Social Media Ads Management

*Scarlette Bosphorus stands as one of Istanbul's newest restaurants, offering an exquisite culinary experience coupled with a breathtaking view of the Bosphorus.*

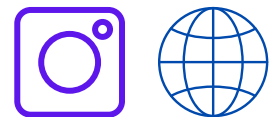


# References

## Wyndham Hotel Ankara

- 360° Hotel Marketing;
- Creative Design
- Social Media Management
- Website
- Photography

*The meeting point of Ankara's business world.*



# References

## KH Law Firm

- Branding (Graphic design and logo design)



# References

## ASinHR

- Branding (Graphic design and logo design)

*Agile Solutions in Human Resources provides end-to-end human resources consulting and services.*





# References

## Majestic Solutions

- Branding & Brand Identity
- Website Design

*Majestic Solutions is a boutique leading solution company with clients across the world.*

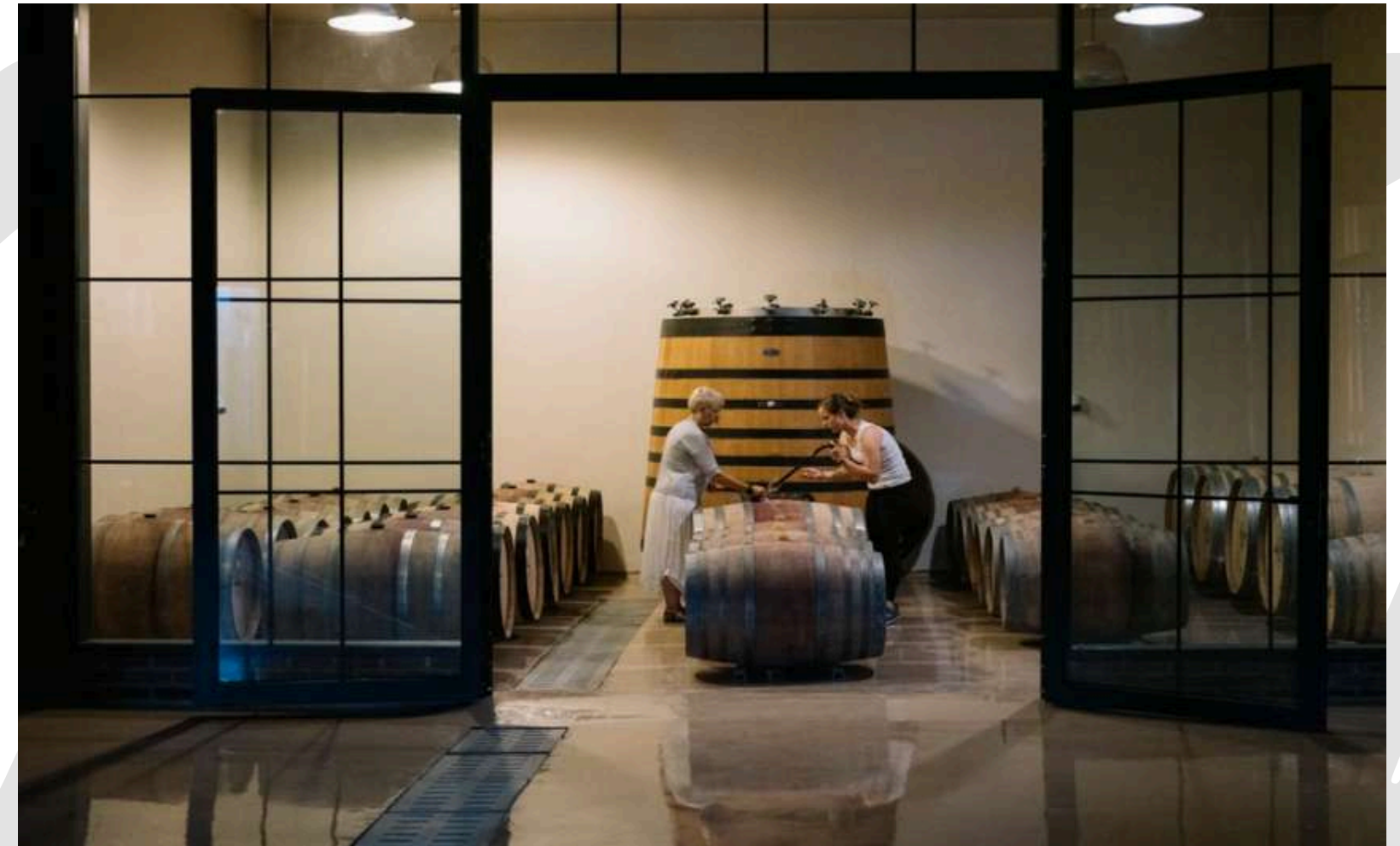
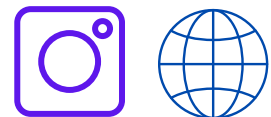


# References

## USCA Winery

- Branding & Brand Identity
- Creative Design
- Digital Marketing
- Social Media Management
- Website Design and Management
- Photography and Videography

*Boutique winery located in Urla, Izmir.*



# References

## Dr. Sabri Atalay Clinic

- Branding (Graphic design and logo design)

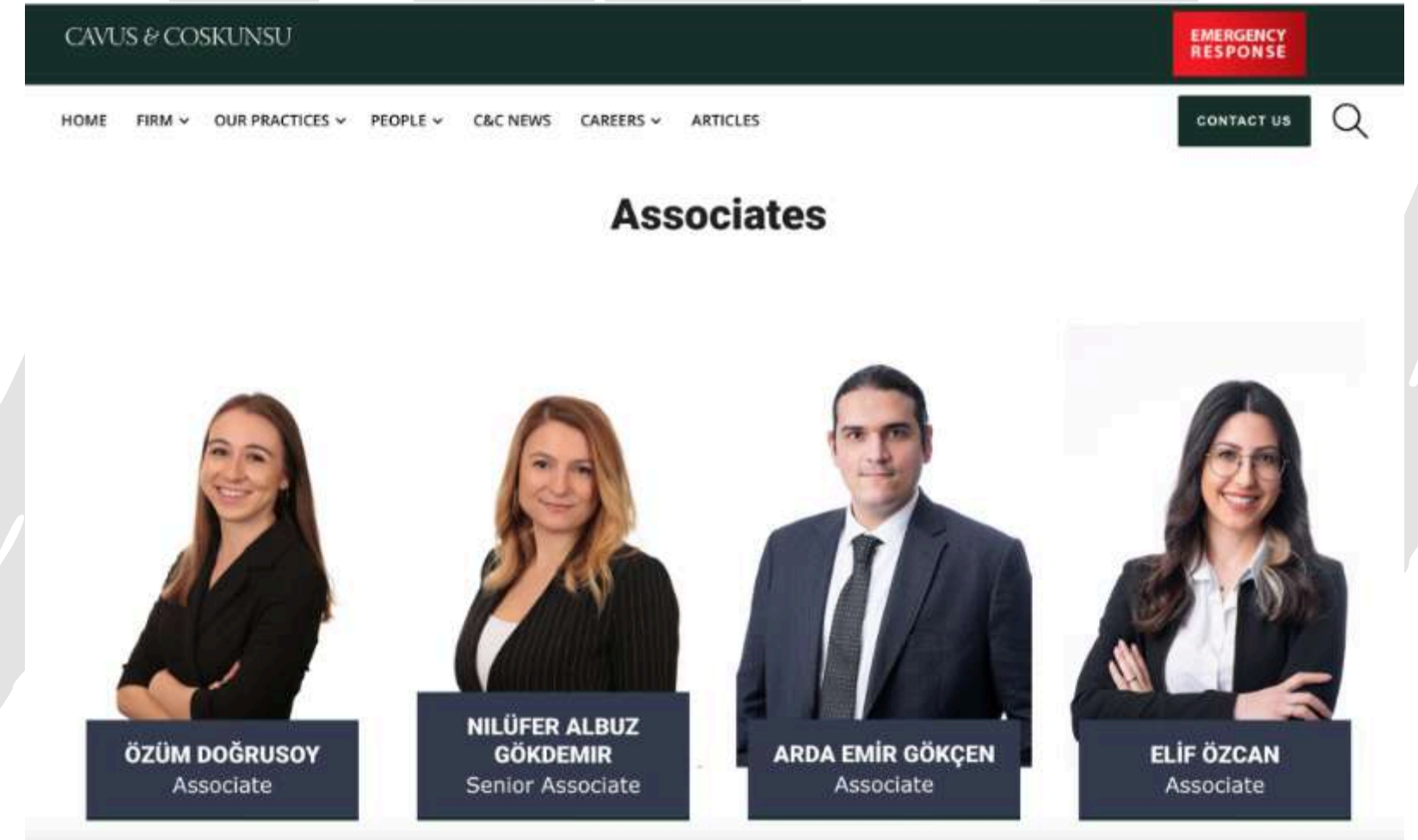


# References

## Cavus & Coskunsu Law Firm

- Website Updates

*Cavus & Coskunsu was founded by Burak Cavus and Caglar Coskunsu in 2006 as a boutique firm aiming to provide high-quality legal services to shipping clients. The firm established itself by its commitment to clarity and is a Turkish firm of choice in its practice areas of expertise.*



**UNDER** 212  
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*Thank You.*

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