

## **Work Experiences**

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### **Turkcell, Istanbul, Turkey**

*August 2006 –*

Business development / Mobile marketing product manager

- Responsible for new strategy development and product management of Tone & Win, Mobile Search, Ads in Mobile TV, iPhone App Ads
- Tone & Win: World's first ringback tone advertising service selected as
  - Best Mobile Advertising Service, GSMA Global Mobile Awards 2009
  - Best Ad Campaign, Meffy's Awards, 2009
  - Best Creativity/Innovation, Visiongain's MAMA Awards, 2009
- Follows international trends, analyses and implements new products and services

### **AT&T Advanced Ad Solutions, New York, USA**

*August 2009 – September 2009*

- Lead benchmarking study between Turkcell and AT&T based on mobile marketing & advertising.
- Analyzed business models and studied cases of AT&T's Yellowpages, U-verse IpTV, Wi-Fi advertising products to understand implementation opportunities at Turkcell

## **Education**

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### **Koc University, Istanbul, Turkey**

- B.S. in Economics , June 2006
  - Full scholarship holder of Koc University from 2001 to 2006.
  - Represented Department of Economics at the Student Union for two years
  - Campus product manager of Turkcell (2005-2006): Represented Turkcell on campus, facilitated communication with students.
  - Leader of "Koc University" team at Unilever Ideatrophly Competition.
    - Prepared a business plan and presented results to Unilever Turkey Board Members.

## **Personal Achievements**

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- Award winner in "Turkcell Valuable Ideas Awards" in 2009.
- 847. among 1.5 million students in ÖSS (University Entrance Exam), 2001
- Owner and developer of Mykoc.com (<http://www.mykoc.com>)
  - Reached over 4 million total visits and 3.500 registered members since May 2005.
  - Made advertising agreements with leading brands e.g.Unilever, Turkcell, L'Oréal, Yapı Kredi.
- Owner and developer of Koruyucufilm.com
  - Imported 3M protective films for mobile devices from Germany, created an online trading platform ( Up to \$25.000 total revenue)
  - Practiced international trade and marketing knowledge in real life.
- Co-founder of GmatForumu.com,
  - Site with 2,000+ members for Turkish students to jointly study for GMAT and TOEFL exams and prepare graduate study abroad.

## **Internship Experiences**

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### **DOL Mobile, Doğan Holding, Istanbul, Turkey**

*December 2005 – August 2006*

Assistant of Marketing Manager in business development

- Analyzed Turkish mobile sector; market needs and trends, assisted mobile marketing projects for the next generation of mobile services.

### **L'oréal, Istanbul, Turkey**

*June 2005 – December 2005*

Intern of L'oréal Paris Make-Up and Dermo-Expertise / Body-Expertise brands

- Managed relationships with advertising agents to adapt the ads of the brands

### **ACNielsen, Istanbul, Turkey**

*August 2004 – September 2004*

Intern in the human resources department

- Assisted performance based payment project

### **Seminars & Conferences**

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- Speaker, “Turkcell leads Mobile Marketing” IMA ( Israel Mobile & Communication Association) Mobile Marketing Conference, Tel Aviv, Israel, June 2008
- Speaker, “It's time to Tone and Win” Comverse Seminars, Creation new revenue streams from Ringback Tones and MobileAd, Vienna, Austria, October 2008
- Speaker, “RBT Advertising Seminar” Muzicall Limited, London, UK, January 2009

### **Languages spoken**

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English – fluent; Turkish – native speaker

### **Interests, hobbies**

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- Skiing, RC Cars, Puzzles