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Date of Birth: 08/05/1977

Assistant Brand / Product Manager — MBA in Marketing

OBJECTIVE

An increasingly responsible assistant product/brand manager position in marketing where marketing and food engineering abilities will be used for improving direct marketing campaigns to keep the old customers and gain new customers, and for establishing and implementing CRM strategies, and for maximizing opportunities to organize people and events. Effective in public speaking and in managing publicity/promotional campaign.

TARGET JOB

Desired Job Type: Employee
Desired Status: Full-Time
Site Location: On-Site

Description of my perfect job:

A creative, marketing communications position involving management of multiple projects.

Career Level: Entry Level (less than 2 years of experience)
Date of Availability: 10/2002

TARGET COMPANY

Company Size: Multinational Companies in Retailing, Food Consumer Products and Beverages Industry
Category: Marketing/Advertising/Public Relations

WORK STATUS

Turkey I am authorized to work in this country for any employer until 11/2004 because of the military status.

WORK EXPERIENCE

03/2002 – 08/2002 Gima T.A.S. Umraniye, Istanbul

Consumer Marketing (Assistant Specialist)

During this period I was involved in the following projects/tasks:

- * Business Analyst in Data Warehouse Project
- ? Restructuring of Kiosks
- ? Developing strategic marketing plans with marketing manager
- ? Assisting in development of advertising strategies
- ? Initiating and execute consumer promotion campaigns (Sana Crème Bonjour, Solon, Silen and Selpak, Gilette, Omo, "SÜPEROYUN 2002")
- ? Analyzing and tracking market data
- ? Tracking market performance and initiating necessary activities
- ? Controlling Marketing Department's budget

EXPERIENCE

07/2001 - 10/2001 H.B. Fuller Deutschland Luneburg, Germany GmbH

Human Resources Trainee

During this period I was involved in the following projects/tasks:

- * Correspondence with H.B. Fuller's employees concerning HR matters
- * Organization and administration of personnel files
- * Recruiting: correspondence with job applicants, administration of our applicant pool, internet research for qualified personnel
- * Project: Development and implementation of interview guidelines according to different qualification profiles in order to support the recruiting process
- * Development of MS Power Point presentations for various Human Resources Projects
- * Assistance in establishing the Monthly Headcount Statistics
- * Assistance in adjusting the annual tariff rates and merit increases in July 2001
- * Active participation and evaluation of exit interviews

09/1999 - 10/1999 Efes Pilsen Biracilik A.S. Merter, Istanbul

Trainee in Production

Worked in boiling, fermentation and filtration divisions

07/1998 - 08/1998 The Coca-Cola Company Altunizade, Istanbul

Trainee in Quality Control Laboratory

? Used measuring and control equipments (refractometer, HPLC, pH meter,...)
? Controlled examples of all the Coca Cola Company's products which were sold in Turkey and Southernasia

? Attended "the Coca Cola Company"s trainings

07/1997 - 08/1997 Nestle Turkiye A.S. Zincirlikuyu, Istanbul

Trainee in Information Technologie Department

Prepared presentations for European clients

EDUCATION

03/2001-Present Yeditepe University Nakkastepe, Istanbul

Master Degree

Master of Business Administration (MBA)
Marketing major (GPA: 3.88)
* Related courses: direct marketing methods, product management, advertising management, consumer behavior
* Thesis: "Database Marketing in Retailing"

06/2002 Istanbul Technical University Macka, Istanbul

Bachelor Degree

Bachelor of Science in Management Engineering (BSME)
Marketing major (GPA: 3.21)
* Related courses: marketing management, marketing research
* Thesis: "Database Marketing in Supermarkets"

06/2000 Istanbul Technical University Ayazaga, Istanbul

Bachelor Degree

Bachelor of Science in Food Engineering (BSFE)
Food Assurance major (GPA: 3.50)
* Related courses: microbiology, sanitation and hygiene, food microbiology, food microbiology laboratory,
* Thesis: "HACCP Implementation in Supermarkets"

06/1996 Istanbul Erkek Lisesi Cagaloglu, Istanbul

AFFILIATIONS

11/2001 - Present MBA Club Member

07/2000 - Present ITU Alumni Assosiacion Member

09/1996 - Present IEL Alumni Assosiacion Member

SKILLS

Skill Name	Skill Level	Last Used	Experience
German Language	Advanced	Currently used	14 years
English Language	Advanced	Currently used	10 years
Advanced Computer Skills (MS Word, Power Point, Excel, SPSS, Oracle Discoverer, Eviews)	Advanced	Currently used	5 years

