

SUMMARY

Internet, electronic devices, new technologies... I eat drink, breathe and live these. I was initially educated as an engineer, but I never practiced it professionally. I started working as a management trainee at Garanti Bank's Alternative Delivery Channels Department where my technical background and analytical mindset has helped me a great deal in bridging the gap between the business and technology departments as business and marketing systems become more complex every day.

Thanks to my education I have a pretty international background. I studied in Mexico for one year at the age of 14 via the Rotary Youth Exchange Program, attended an international high school, finished university in Canada and topped it all up with an Executive MBA degree from Boğaziçi University in Istanbul. I am bilingual in English and Turkish and fluent in French and Spanish.

I am driven with the desire to learn about and implement new technologies. I also enjoy creating elegant solutions and systems. I still work at Garanti Bank but I'm looking to move to the consulting field; working either for a consulting company or for a large company as an internal consultant. I want a job where I can constantly research, present and implement technology solutions.

WORK EXPERIENCE

GARANTI BANK ALTERNATIVE DELIVERY CHANNELS, 2005-PRESENT

- Entered through the **management trainee program**, learning how the different departments in a bank work.
- Initiated and managed **Search Engine Marketing** and **Search Engine Optimization** efforts, making Garanti one of the first banks in Turkey to use Google AdWords. Currently, SEM constitutes more than 25% of the online marketing budget.
- Executed and coordinated wide range of **online marketing activities**, including the **development of new portals, websites, mailings and campaigns**.
- Led the business section during the implementation of cutting edge **web analytics** system, **Omniure SiteCatalyst**, allowing Garanti to measure **traffic sources** and associate these with **online and offline activities**
- Currently managing web analytics system to measure, analyze and report user activities on public and secure banking websites.
- In charge of the business division during the implementation of **Interwoven Content Management System**.
- Ensured Garanti's presence on **social media** web sites first by tracking brand name and then by actively starting and **managing campaigns** through sites such as FriendFeed, Twitter and Facebook.

