

Melda Göknel

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WORK EXPERIENCE

07.2016 -

Özyeğin University

Lecturer

Lecturing on Design Thinking for E-MBA students and Human Centric Design for undergraduate students. Mainly focusing on the concept of creative thinking and empathy.

09.2015 -

İstanbul Aydın University

Lecturer

Instructor on industrial design processes; from concept to idea, idea to product.

09.2015 -

Yaşayanmarka

Owner

Yaşayanmarka is a consultancy and training company. Its main area of business is brand consultancy and soft skill trainings (Design Thinking and Storytelling mainly) as well as facilitation for meetings and holding workshops and speech.

08.2014 - 05.2015

Lotis Pharma

Group Marketing Director

Lotis is a company that has been celebrating its 10th year in the industry. Representing 9 different world class brands including but not limited to NeoStrata, ISIS Pharma, Hamilton, Exuviance. The job of the group marketing director is to **develop new corporate vision and strategy** of Lotis Group, its presence and development in its actual market. Is also responsible to **develop marketing strategies for 9 brands and 450 + products**, in three different channels; **Pharmacies, Clinics/Doctors and Beauty Centers**. Organizing campaigns for all the sales channels, marketing communication for all the brands and products as well as PR and online/social media communication, organizing events and trainings for both company personnel and channels' personnel is the responsibility of the Group Marketing Director.

Company's Area of Interest:

Pharmaceuticals
Cosmetics
Derma cosmetic products and apparatus
Consumer Products

11.2011 - 08.2014

Pronet Security Services

Marketing and Business Development Manager

Is responsible of the general perception of Pronet brand, for both individual and corporate clients as well as general public. **Developing marketing strategies**, which include mainstream and online media, PR activities, **business development strategies that will both enhance loyalty and ROI**. Is responsible for the **lead generation** on both conventional and online channels, monitoring lead/sales ratios and developing lead generation strategies to increase the total sales target of the company.

Company's Area of Interest:

New Media
Technology
Security and Smart Home Services

02.2011 - 11.2011

Pronet Security Services

Business Development Manager

Managing both departmental and product base business development tasks in Pronet. Finding new products for the existing customer base and finding new customers for the existing products and services. Developing sales channels and managing them. Helping the department to penetrate to new sectors and follow up new projects and create leads for the sales teams.

03.2010 - 11.2010

Anyscreen Productions

Business Development Consultant and Liaisons' Manager

Working as a strategic business development consultant for a London based international new media consultancy and event organization company, Anyscreen Productions (www.anyscreenproductions.com) on organizing TED events in İstanbul.

Company's Area of Interest: **New Media
Technology**

11.2008 - 02.2011

Freelance

Writer, Illustrator, Consultant

- Developing and content provision for internet portals and websites (Essays on life in www.meldagoknel.com and on pregnancy www.hamileyeyardimciyiz.biz, e-commerce portal on beauty and cosmetics www.bakimlikadiniz.biz/tr),
- Children's books illustration and design (Content provider for **MSN** in Microsoft Children's Portal "Çok Gizli Günlük).
- Editorial of corporate newsletters (ABİGEM bi yearly newsletter in English and Turkish for **TOBB and EU**).
- Writing (Essays and Illustration for Hillside Magazine)
- Event Hosting (Presenter and Moderator of cutting edge movie industry event in Berlin, www.insightout.com)
- Designer (Logo and packaging design for SYK, Hardline; character development and illustration for Patika Tanıtım)

Area of Interest: **TV and Movie Media
The Internet and printed medium**

02.2004-10.2008

Meteksan Sistem A.S. , İstanbul

Business Development Manager

Developing new partnerships and business opportunities by closely scanning international market place and technological developments.

Preparing Business Plan's for both existing and upcoming businesses.

Managing the contract negotiations, international business relations.

Vendor and customer management.

Setting sales and product strategies; to generate new revenue flows for the sales teams.

Developing sector specific projects by finding niche solutions and services that meets the need. (Areas of interest RFID, IPTV, UMPC, TETRA and WIMAX)

Company's Area of Interest: **Information and Communications Technologies
System Integration and business solutions.**

Mother Company: **Bilkent Holding - Ankara**

07.2002-07.2003

Inteltek , İstanbul

Marketing and Business Development Manager

Leading the marketing activities of the Company.

Managing the teams handling marketing, communication, PR, CRM and multi platform (GSM, Web, iTV, IVR, terminal) business development activities.

Developing relations with channels, vendors and partners, both locally and internationally.

Coordinating the call center operation, creation and development of multiple call center scenarios. Managing advertisement campaigns and PR activities as well as partner trainings.

Directing the alternative sales channel operation of online betting in terms of; technology, finance, content and ergonomics. (www.libero.net)

Creating and strategizing the Corporate Identity of the company and brand development of both the sports betting games and online betting company.

Being a part of the creative team, helped the company act swiftly on marketing operations and cut the costs by minimizing the agency communication time.

Company's Area of Interest: **Sports betting.**
Multiplatform service development.

Mother Company: **Joint Venture -Turkcell, Teknoloji Holding and Intralot**

02. 2001- 06. 2002

MAPCO , İstanbul

Marketing Executive

Defining the future VAS strategies, by researching the technology and analyzing the popular the content for Turkcell Group Companies.

Preparation of P&L tables of projects, project management and profitability of the operations.

Responsible for PR activities and creating press releases.

Companies Area of Interest: **Mobile data and communication services.**
Content Management and aggregation.

Mother Company: **Joint Venture -Turkcell, Superonline and DigiTurk**

08.1999- 01.2001

Digiturk , İstanbul

Interactive Channels Coordinator

Defining the strategy and development plan of interactive channels for DigiTurk.

Project management of the interactive channels; is responsible from contracts negotiation, budgeting, interface design, acquisitions and technical feasibility.

Coordinating the tasks within DigiTurk and with the third parties such as; Philips, Anderson Consulting -now Accenture-, OpenTV and Lysis.

Cash generation by sales and promotion of the interactive channels to potential customers

Is also responsible of project and vendor management of the customer specific channels (Pamukbank and YKB banking channels, developing media marketing areas.)

Companies Area of Interest: **Digital Video Services**
Video Content Creation and Distribution

Mother Company: **Çukurova Group**

1997-1999

Link Multimedia , İstanbul

Creative Director

Designing and producing interactive portals, movies.

Conducting services in post production and interactive project.

Supervising design and development teams.

Serving for both business and creative aspect in terms of, account management, presentation, design, contracting and budgeting of the project

1998- 2003

Yıldız Teknik Üniversitesi , İstanbul

Part time Instructor

Instructing the students of Communication Design Department through their projects.
Attending and organizing seminars on online media and interface design

EDUCATION

Education Level: Masters (MFA)

Master:

University: Academy of Art College (1997) (High Honor)
Department: Computer Arts (Interface Design)

Bachelor:

University: Middle East Technical University (1993) (High Honor / Dean's List)
Department: Architecture (Industrial Design)

High School: TED Ankara College (1989)

Foreign Languages: English (Very Good)
German (Beginners)
Italian (Beginners)

Computer Skills:

Office Applications (MS Office Applications)
Graphic Applications (Adobe Photoshop, Adobe Illustrator, Quark, Painter)
Editing Tools (Adobe Premiere, Sound Edit16, Adobe After Effects)
Interactive Applications (Director, Lingo, HTML, Shockwave, Flash)

PERSONAL

Hobbies: Writing and Drawing (children's stories, illustrations, TV and movie scenarios), Sports (fitness, outdoor sports, extreme sports), Arts (movies, world art, literature, architecture), Traveling (Exotic Excursions) and Cooking (Asian Cuisine)

Club/Association Memberships: TED Ankara College Alumni Association Board Member and METU Alumni Club Member, Founder of book club (Kitap Kurtları ile Koşan Kadınlar!)

Character Specifications

To the point, Strong sales and negotiation skills, Creative, Innovative, Responsible, Strong Management Skills, Self Motivated, Fast and Analytical Thinker, Solution Oriented, Proactive, Very good verbal and written expression ability, Public Speech, Training.

OTHER

Attended Seminars and Fairs:

2017-2006

- . P.O.Y. Training 2017 / Trainee
- . Theta DNA and Advanced DNA 2017 - Trainee
- . BEYSAD Endüstri 4.0 Çalıştayı / Konuşmacı / Fasilitatör 2017
- . Forum Moderation 2015/2016/2017 with Amir Kfir
- . Creative Thinking and Problem Solving Seminar - 2016 - Speaker / Facilitator
- . Social Behaviour and Social Media Seminar for ICF 2015 - Lecturer
- . Kurumiçi Girişimcilik Konferansı 2015
- . Sustainable Branding 2015
- . Forum Moderation Training 2014- Amir Kfir
- . Performans Değerlendirme 2014 - Mehmet Bilgiç
- . Senaryo Yazım Tekniği 2013 - Derviş Zaim
- . İleri Satış Teknikleri 2013- Mehmet Bilgiç
- . Metod Oyunculuk Atölyesi 2012 - Bahar Kerimoğlu
- . TEDxSilkRoad 2012 - **Speaker** (How social media changes social behavior)
- . HFF - Film Academy 2010 (Digital Production Methods for Film and TV - Moderator)
- . METU - Faculty of Architecture Creative Thinking Seminar **Presenter**
- . HFF - Film Academy 2008 (Digital Production Methods for Film and TV - **Moderator**)
- . Otomasyon Fuarı - **Speaker** -RFID Systems in Manufacturing and Automation
- . Internal Sales Training 2007- **Trainer** - Interface Design
- . Internal Sales Training 2007- **Trainer** - Business Development and Creating Demand
- . HFF - Film Academy 2007 (Digital Production Methods for Film and TV - **Tutor**)
- . ERA - Coaching Training Sessions
- . Atılım 2006 - **Speaker** -RFID Systems
- . RFID Seminar in LODER- **Speaker**
- . IBC - 2006
- . HFF 2006 - Film Academy (Digital Production Methods for Film and TV - Scholarship)
- . Management Center Türkiye - Advanced Sales Techniques 2006
- . ERA - Awareness and Motivation 2006 - 2007
- . RFID Turkey - **Speaker**
- . Talk TETRA - Malta TETRA Seminar
- . IPTV Forum 2006 London

2006 - 1994

- . ETMK, Designer's Odessy, 1994, **Organization**
- . Sybold 1995- 1996- 1997, San Francisco, Attendee - IT Seminars and Fair
- . Millia 2000, Cannes, Attendee -Interactive Content Fair
- . Think-Tank Summit 2000, Cannes, Attendee,
- . IBC Conference 2000, London, Attendee -Telecom and iTV Fair-
- . Open TV User Forum 2000, London, Attendee
- . Millia 2001, Cannes, **Invitee** -Interactive Content Fair
- . Think-Tank Summit 2001, Cannes, **Invitee**
- . Open TV User Forum 2001, Barcelona, **Speaker**
- . InfoDay 2001, **Organization and Speaker** - Interactive TV Seminar-
- . Millia 2002, Cannes, **VIP Invitee** - Interactive Content Fair
- . Think-Tank Summit 2002, Cannes, **VIP Invitee**
- . E-Gaming Seminar and Fair, 2002, **Executive Committee Member, Speaker**
- . PDF Workshops - Total Customer Satisfaction Seminars, 2002
- . Marka 2002, 2003
- . IBC Seminars Interactive Gambling and Entertainment, 2003
- . Solution Seminars - Sales and Marketing Techniques, 2003
- . Solution Seminars - Consultation Techniques, 2003
- . Solution Seminars - Direct Marketing Techniques, 2003
- . Servus Seminar - Product and Service Development 2003 (**Instructor**)
- . Servus Seminar - Customer Satisfaction 2003 (**Instructor**)
- . Millia - MipTV - 2004
- . M-content, London 2004
- . Millia - MipTV -2005
- . IBC - 2005