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Profile

Technology evangelist and blogger, mobility lover, social media addict, mobile app hunter, non-stop researcher, efficiency obsessed telecommunications engineer.

Career Objective

Making a contribution with new applications, services and business models to shape web and mobile worlds globally.

Experience

Marketing Manager, Kariyer.net - Aug.2011-...

* Responsible for the all marketing activities for "employers" in Kariyer.net.

General Coordinator, Zinncir Internet & Information Systems - Nov.2010-Aug.2011

* Having set out with a vision of "developing the leading and best business social network in Turkey", Zinncir aims to create the best business social network in accordance with the demands and expectations of professionals in Turkey.

Product Manager, Internet & Community, Turkcell – Aug.2009-Apr.2010

* Product manager of Turkey's first location based social sharing network, "Gezenzi".
* Responsible for the web-service and mobile application of the product from ideation to launch, in addition to coordination of technical, business and marketing teams.
* Development of new product ideas, feasibility analysis and product life cycle management, in accordance with determining the necessary business models and strategies.

Specialist, Business Development, Turkcell - May.2008-Aug.2009

* Ideation and first prototype of Turkcell's first location based augmented reality iPhone application, Turkcell Pusula.
* Co-Founder of the Turkcell's iPhone Application Development Ecosystem:

- Meet-up's for Turkcell partners and developers
- Benefit Bundle for iPhone App developers
- Ad Server program for iPhone App Developers
- Training programs for iPhone App Developers

* Ideation and prototyping of new services.
* Kicked off a technology newsletter, which evolved into a column in Turkcell Group's weekly internal digital magazine "Habercell"
* Business coordination of 3G Streaming Server platform, one of the crucial parts of the 3G services.
* Management and development of "Idea Mine" open innovation platform within Turkcell.

Specialist, Ecosystem Mgmt & Tcell Partner Program, Turkcell - Sep.2007-May.2008

* Within the scope of Turkcell Partner Program; Management & Administration of Turkcell Partners ExtraNet, responsible for the evaluation & score cards of the Consumer, Mobile Marketing and Corporate Partners for 2008.
* Various projects regarding Turkcell Partner Program and Partner Ecosystem Management.

Trainee, Turkcell PAF Team, Istanbul - Apr.2007-Aug.2007

* 5 month-long training program for new-graduates, focused on professional career paths.
* Among 1500, the program was successfully completed and employed by Turkcell.

Trainee, AirTies Wireless Networks, Istanbul - Jul.2006-Jun.2007

* Joint graduation project with AirTies on investigation and providing solutions to a multitude of issues observed in Wireless Mesh Networks (WMNs).

Education

Sabanci University (SU), Faculty of Engineering and Natural Sciences (FENS)

Telecommunications Program (TE) - 3.23/4.00, 2007 Graduate.

Keywords

Mobile, web, technology, social media, innovation, design, simplicity, pragmatism, evangelism, passion, gourmet, fitness.

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Profile Summary

Having earned my telecommunications engineer (B.Sc.) degree from Sabanci University, I decided to begin my career as a non-technical profile. Due to my academic degree and interests, I am more familiar to both software and hardware than an average non-technical profile.

During my 3 years experience in Turkcell -leading GSM operator in Turkey- I had been honored with several different responsibilities.

In my last project, as a consequence of my ambition, passion and success in prior ones, I had been the product manager of Turkey's first location based social sharing network, Gezenzi. In this project I had been responsible for the web-service and mobile application of the product from ideation to launch, in addition to coordination of technical, business and marketing teams.

Prior to Gezenzi, I was like a keystone in Business Development team, and focused on various mobile oriented and innovative projects. On mobile application projects, I was responsible for ideation and first prototype of Turkcell's first location based augmented reality iPhone application, Turkcell Pusula. Also I was one of the leading people behind Turkcell-Apple relationship and co-founder of the iPhone Application Development Ecosystem, which encapsulates meet-ups, benefit bundles and training programs.

In addition to my projects, I was also like a consultant to many projects and products via brainstorming and innovation funnel meetings. On top of all this, to spread technology news and my ideas, I also kicked off a technology newsletter, which evolved into a column in Turkcell Group's weekly internal digital magazine "HaberCell".

Having completed my military service, I became the General Coordinator at Zinncir -a business social network startup- which is a direct investment of iLab Ventures, one of the leading VCs in Turkey.

Currently I am employed as Marketing Manager at Kariyer.net, Turkey's leading and pioneer Human Resources web site and responsible for the all marketing activities for "employers" in Kariyer.net.

In parallel, I am a very active profile in social media, especially focused on mobile, web and technology. Additionally, I was listed as one of the "50 people to follow on Twitter" as "the mobile technology hunter" by prestigious technology magazine DigitalAge in 2009.

SihirliElma.com -which is the leading news and Mac101 blog for Turkish Apple fans-, and my Twitter and Facebook profiles -which encapsulate most of my social sharings- are only the three concrete reflections of my evangelist profile.