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| **Melda Göknel** Doruk Sokak No.12 Erguvan 8A Daire 16 Ataşehir 34750 İstanbul +90 533 633 0051 - meldagoknel@gmail.com  |

**EDUCATION**

**Education Level:**  Masters (MFA)

**Mastery :**

University: MIT (IDC Sloan)

 Program: Mastering Design Thinking

**Master:**

 University: Academy of Art College (1997) (High Honor)

Department: Computer Arts (Interface Design) (UX-UI)

**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)

**WORK EXPERIENCE**

07.2016 –

**Özyeğin University**

**Lecturer (Executive MBA, MBA, ENTR)**

Graduate school lecturer on *Design Thinking* on Executive MBA and MBA programs.

Undergraduate school lecturer on *Human Centric Design* for Department of Entrepreneurship under Faculty of Business and Management.

09.2015 –

**İstanbul Aydın University**

**Instructor (Industrial Design)**

Instructor at Department of Industrial Design on Faculty of Architecture and Design on *Industrial Design Project* 301/401 courses which is the main course of the department which instructs design processes; using a fusion of design methodology to develop an idea into a final viable and feasible product.

09.2015 –

**Ayşe Melda Göknel**

**Owner**

The sole proprietorship consultancy and soft skill trainings (Design Thinking and Storytelling mainly) as well as facilitation for meetings and holding workshops, seminars and speeches. Customers include but not limited to; Nike, ING Bank, İş Bank GYO, DASK, Toyota, Arçelik, Siemens, Turkcell, QNB Fİnans Bank, Alternatif Bank, TBank, Otokar, IBTech, Sahibinden, Trendyol, Fibabank, Yeditepe University, Denizbank, CHP, Şişecam

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**

**I**s 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**](http://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**](http://www.meldagoknel.com) and on pregnancy [**www.hamileyeyardimciyiz.biz**](http://www.hamileyeyardimciyiz.biz), e-commerce portal on beauty and cosmetics [**www.bakimlikadiniz.biz/tr**](http://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 Hillsider Magazine)
* Event Hosting (Presenter and Moderator of cutting edge movie industry event in Berlin, [**www.insightout.com**](http://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 , Istanbul**

**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 , Istanbul**

**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 , Istanbul**

**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 Universitesi , Istanbul**

**Part time Instructor**

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

**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 as Participant or Speaker:**

2020-2006

. Alternatif Bank Seminar – Design Thinkign 2021

. TBank Seminar – Design Thinking 2021

. Sahibinden Keynote – Design Thinking 2020

. TBank – Design Thinking

. ING – Seminar Future of Work 2019 - 2020

. ING – Emotional Contigency 2019

. Bilkent University Keynote –Quantum Leap 2019

. Bilkent University Workshop – Design Thinking for Engineers 2018

. ING Keynote Speaker 2018 - 2019 (On Goal Setting)

. Yeditepe University (Series of 3 Speeches on Self/Design/Persuasion) 2018 – 2019

. Yeditepe University (Design Thinking for Engineers - 2018

. DASK Juror 2018 - 2019

. 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

. Problem Solving WorkShop with CHP 2016

. 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 Artchitecture 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 Turkiye – 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