

AYAZ Serdar



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Nationality Turkish

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EDUCATION

2014 -	Bogazici University <ul style="list-style-type: none">International Trade. Current GPA: 3.61/4.00	
Sept 2017- Dec 2017	INSEEC Business School <ul style="list-style-type: none">Exchange student in Master-1 Management Program, focus on Strategic Marketing	France
2009 - 2014	Istanbul High School (Istanbul Gymnasium) <ul style="list-style-type: none">Studied Math, Biology, Chemistry, Physics in German88.75/100Turkish diploma and German diploma-Abitur	

PROFESSIONAL EXPERIENCE

April 2019 - June 2019	Procter & Gamble Oral Care Marketing Intern <ul style="list-style-type: none">Responsible for Oral-B Kids products & Disney partnershipExecution of Children's Day Gifting CICraft & Execution of Report Card ExploitationE-Business performance evaluation & improvement of Oral-B PowerMarketing plans for reaching teens and premium consumers by setting the best strategic frameworkExecution of three DTC activations	Turkey
June 2018 - December 2018	Eczacıbaşı Building Products Category Sales Intern <ul style="list-style-type: none">Developed a project to increase company's sales to hospitals and gas stations and presented it to executivesParticipated in preparation of holistic promotion to dealers and retailersEvaluated the sales performance of the leading brands, VitrA and Arterna, on weekly and monthly basisChannel & store-based marketing plans in collaboration with marketingPrepared sales reports for the team and management by Excel, SAP, SAP BW	Turkey
June 2017 - July 2017	Vestel Sales Intern: Vestel Venus Mobile Phone Department <ul style="list-style-type: none">Prepared benchmark, worked on a project in which the sales numbers were analyzed depending on the dealer, product portfolio, district and season	Turkey
July 2017 - August 2017	Vestel Marketing Intern: Vestel Oven, Hood and Cooker Department <ul style="list-style-type: none">Interviewed with customers about innovations on the products, prepared reports about new developments in the market, attended the meetings about new marketing strategies, prepared reports about sales	Turkey
2016 - 2017	Gezimanya.com Content Writer <ul style="list-style-type: none">Wrote contents as about cities and made lists of travel tips for Gezimanya which is one of the most popular travel websites.Prepared 35 contents about cities including big cities which are the most clicked contents on the page	Turkey

EXTRACURRICULAR EXPERIENCES

2018 - 2019	Radio bogazici Vice President	Turkey
2017 - 2018	Radio bogazici Executive Board Member <ul style="list-style-type: none">Director of the radio bogazici Music Awards, respectable in Turkish music industryContacted with 25 companies for sponsorshipNegotiated with venues to organize events	
2010 - 2013	Istanbul High School Cultural Activities Week Executive Board Member <ul style="list-style-type: none">Organized three festivals for three consecutive years, contacted with artists for exhibitionsNegotiated with assistants of popular singers and arranged concertsFound 8 sponsors which are reputable companies in Turkey	Turkey

CERTIFICATES

2018	Principles of Digital Marketing Google Digital Garage
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LANGUAGES English (Fluent), German (Fluent), French (Intermediate), Turkish (Native)

PERSONAL INTERESTS

- Travelling, fashion, history, contemporary art, art history, politics