

Drs. CEM KARAYALÇIN

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EDUCATIONAL BACKGROUND

- 2014- Present : **Akdeniz University**, Antalya/ Turkey
PhD Candidate in Business Administration - Specialization in Marketing
CGPA: 3.86/4
- 2009- 2010 : **University of Amsterdam**, Amsterdam/ The Netherlands
MSc in Business Studies, Accent Marketing
CGPA: 8/10
Thesis: Comparison of Brand and Retailer Equity Regarding Purchase Intentions of Customers in Turkish Automotive Sector
- 2004- 2008 : **Bilkent University**, Ankara/ Turkey
Business Administration
CGPA: 3.15/4
- 1993- 2004 : **Akdeniz College**, Antalya/ Turkey
CGPA: 4.1/5

WORK EXPERIENCE

- 2016 October- Present : **Antalya International University**
- Research Assistant @ Business Administration Department
- 2015 Aug- Present : **C&C Private Coaching Co-Founder**
- Private Tennis Coach
- 2013 Jan- 2015 Aug : **Fibabanka, Çallı Branch**
- Financial Services Manager (Corporate) - Marketing Department
- Completed the MT program in 1st rank
- Managing corporate clients; creating new strategies and enhancing new product use by cross sale
- Maintaining daily transactions; joining client meetings and searching for potential new customers
- 2012 Jan- July : **TEB NV, JV with BNP PARIBAS, Amsterdam**
- Account Analyst - Marketing Department (Trade&Commodity Finance)
- Following daily transactions, maintaining customer satisfaction and assessing customer financial strength in order to manage the account profitably
- Joining meeting with existing and prospect customers
- 2010 Sep- December : **Young&Rubicam “Reklam Evi” Advertising Agency, İstanbul**
- Junior CopyWriter (Trainee); clients- ING Bank, Burger King, Land Rover, Lancia, Pirelli

- 2010 July- September : **Ajans Medya & John Brown, İstanbul**
- Junior CopyWriter (Trainee); clients- Hilton Worldwide Hotels
Eastern Europe&Turkey, Volvo Turkey, Ciragan Palace Kempinski
Turkey; Billboard & Magazin ads, translations, adaptations
- 2006- 2009 June- Aug : **Limak Arcadia Hotel, Antalya**
- Director and Coach of the Hotel's Tennis Organization
- 2009 January- February : **ThyssenKrupp German Elevator Company, İstanbul**
- Worked in a project at Human Resources Department
- 2008 Sep- October : **Ford Motor Company- Ford Otosan Gölcük Plant**
- Trainee in Marketing Department
- 2007 June- July : **Limak Arcadia Hotel, Antalya**
- Trainee in Marketing Department

AWARDS&HONOURS

- *** : Turkish National Tennis Champion (Junior Category)
- 2004-2008 : Four time Honour, One time High - Honour Student in Bilkent University
- 2008 : Champion of the National University Tennis Tournaments in B League
- 2006 : Champion of the National University Tennis Tournaments in B League
- 1996-2003 : Antalya Regional Tennis Tournaments Champion (many times)
- 1999 : Winner of Ivy's Tennis Tournament, Miami, Florida

COMPUTER SKILLS

- TEMENOS/ GLOBUS
- MS-Office Applications (Excel, Access, Word, PowerPoint)
- SPSS
- Adobe Premiere Pro

LANGUAGES SKILLS

- Turkish : Native
- English : Fluent
- German : Basic
- Russian : Basic

EXTRA-CURRICULAR ACTIVITIES

- 2013- 2016 : Antalya Tennis Club Sports Committee Member
- 2009- 2010 : Chip&Charge Tennis Club Team Player, Amsterdam
- 2005- 2008 : Team Captain of Bilkent University Tennis Team

2004- Present : Writer@EkşiSözlük
2003- Present : Playing in a band as Drummer
2002- Present : Professional 1st League Tennis Player
1994- Present : Antalya Tennis Club Member
