

MEHMET GÜNKUT

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December 2003

EDUCATION

Bachelor of Science, Business-Computer Information Systems

Arizona State University, Tempe, Arizona, USA

W.P.Carey School of Business Deans' Honor List – Three consecutive semesters

QUALIFICATIONS & SKILLS

Professional Skills:

- Internationally developed network contacts through positions which involved.
- Diverse understanding of making business with different cultures and customs.
- High level of cultural sensitivity and ability to engage and motivate international staff.
- Demonstrated ability to resolve problems and initiate enhancements through technology, research, and networking skills among organizational teams.
- Experience in retail and entertainment industries with a focus on customer-centric service delivery.
- Strong leadership skills demonstrated through academic team projects and work experience.
- Excellent communication and decision-making skills developed through close interaction with customers.
- Ability to perform detail-oriented work with a high level of accuracy
- Experience in entertainment sector. Work 10 years in the family owned business which specializes in organizing beauty pageants; Miss Peace International, Miss Pearl of Europe, Miss North Cyprus and Mr. North Cyprus

Computer Skills: Microsoft Office, Access, Excel, SQL, Oracle, MySQL, Cosmos

Language: Fluent in English.

EXPERIENCE

Corporate Communications Manager, European University of Lefke.

Lefke, Cyprus

December 01, 2013 – Current

- Analysis of current and future education market trends so as to make strategies for university's marketing and promotional activities development
- Develop corporate identity guideline of the university
- Launch new website design layout of the university and managed web based ad campaigns
- Coordinating and managing daily running of university's social media accounts and web page for regular posts related to organization and information to be conveyed in education market through articles, posters, etc.
- Edit, develop and Launch and responsible for the promotional video of the university
- Create and develop university's mascot which was designed to illustrate University's institutional identity and the image.
- Assist promotional strategies of International and Marketing Offices.
- Responsible for generating communication materials like press releases, brochures and promotional materials for international and Turkish marketing offices. Develop and maintain quality standards for publications.
- Established university's official fan/like page and quickly build followers over 10,000. ; Answering all prospect students' questions and concerns and posting periodical updates/specials. Increased average annual Facebook reach by over 600% in 2 years.

International Affairs Coordinator, European University of Lefke.

Lefke, Cyprus

Sept. 01, 2012 – Dec.01, 2013

- Develop university's business and marketing plan and budget for academic year,
- Coordination, inspection and evaluation of representatives of university in abroad,
- Achieve and motivate team in order to meet and exceed targets for student recruitment,
- Organize events, fairs and seminars in different countries all around the world to raise the public image and awareness of university,
- Follow all the necessary procedures needed and contact with officials from Ministry of Higher Education from different countries in order to get accreditation for university.
- Develop and revise international marketing and promotional materials such as CDs, flyers, prospectuses of university with coordination of related departments,

- Implement safety and security protocols for assigned region.
- To provide regular statistical and trend analysis in relation to market responsibilities and applications from the region.

International Marketing Department Supervisor , Okan University.

Istanbul, Turkey

Dec. 01, 2011 – March 01, 2012

- Research and find new markets for university`s student recruitment in order to increase number of students from different countries,
- Achieve and motivate team in order to meet and exceed targets for student recruitment,
- Develop and revise international marketing and promotional materials such as CDs, flyers, prospectuses of university with coordination of related departments,
- Ensure the office satisfies all relevant local regulatory compliance and reporting requirements.
- To provide regular statistical and trend analysis in relation to market responsibilities and applications from the region.
- Prioritize, organize, distribute, and coordinate the flow of work.

International Office Director, Cyprus International University.

Nicosia, Cyprus

Nov. 01, 2009 – May 2, 2011

- Develop university`s business and marketing plan and budget for academic year,
- Research and find new markets for university`s student recruitment in order to increase number of students from different countries,
- Coordination, inspection and evaluation of representatives of university in abroad,
- Train and develop team members to assist international students accordingly develop student affairs department to handle all the issues.
- Organize events, fairs and seminars in different countries all around the world to raise the public image and awareness of university,
- Interact with other universities in order to arrange possible collaboration between universities in terms of dual degree and academic exchange,
- Arrange all the necessary student affairs related issues of the international students to increase their satisfaction with university,
- Develop and revise international marketing and promotional materials

Sales & Marketing Manager, CITROËN- Asel Engineering Ltd.

Nicosia, Cyprus

Nov. 01, 2005 – Dec.19, 2007

- Achieve and strive to exceed all targets and sales objectives through a well-developed and motivated sales team.
- Develop ongoing strategies to increase sales, in accordance with business plan.
- Link stock levels and availability to levels of sales in accordance with business plan.
- Monitor and control new and used car deals.
- Ensure the highest standards of customer care and satisfaction.
- Plan and oversee the completion of sales campaigns, advertising and promotional activities and monitor their success.
- Create and maintain a positive and professional image of dealership through advertising.
- Annual Media Plan Budget planning for the marquee based on yearly sales figures.

Assistant Business Analyst Intern, Colgate & Palmolive

Istanbul, Turkey

Summer 2002

- Provided customer support to ERP database users by resolving technical problems encountered with the system.
- Analyzed the needs of finance, marketing, sales and export departments within the company and designed new database structures such as application forms, and accounting and financing forms to meet those needs.
- Tracked spam e-mails and assisted the IT director eliminating problem source.
- Assisted internal departments with daily network and ERP system related issues.

AFFILIATIONS

Representative of CIU (09-11) and EUL (12-13) in Turkish Republic of North Cyprus Universities Consortium	2009-2013
Leader at the Cyprus Multinational Youth Camp organized by UNOPS, UNDP and KAYAD	August 2005
Vice President of Turkish Student Association at Arizona State University	2003
Member of AIESEC Student Association Arizona	2000-2002