

Burak Akcal

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EXPERIENCE

Founder

August 2016 – May 2019

Shazmo Media, Istanbul, Turkey

- Online advertising (Google AdWords).
- Web & Graphic Design, e-Commerce Solutions, AdWords & Social Media Management.
- Created over 100 websites for individuals and small medium-sized businesses.

Data Production Team Lead

May 2013 – August 2015

Yandex, Istanbul, Turkey

- Created, started, and built several systems in a new startup department with the goal of building Yandex Turkey's online business directory both for the web and for Yandex Maps.
- Launched various ad-hoc projects and monitorings to achieve KPI's.
- This app that we were providing data for still is the top downloaded Yandex service in Turkey to this date.

Project Manager (Google's official AdWords operation)

October 2012 – May 2013

Telus International, Istanbul, Turkey

- Developed, lead and took full responsibility for a B2B online advertising (AdWords) telesales project for our client, Google.
- Managed a team of 40 Reps, 2 Quality Managers and 1 Team Manager.
- Success: Met all significant targets and overachieved by 300% vs. EoY revenue target.
Client referred to team's revenue accomplishment as "phenomenal".

Student Resources Specialist

October 2010 – May 2012

Sabanci University, Istanbul, Turkey

- Developing and monitoring the student government, campus activities, and club budgets.
- Key contact for international students on/off campus and key responsible for their activities.
- Responsible for editing and maintaining the department website as well as designing flyers for student club events.

Team Lead

October 2009 – May 2010

Teleperformance, Istanbul, Turkey

- Team leader of the Yellow Pages field sales and telesales team (4 Reps)
- Was responsible for B2B Sales/Telesales of online location-based advertising on digital maps and navigation systems to businesses.

EDUCATION

Interactive Media Design (2-year Co-Op Program) – Dean's List

Jan 2020 - Present

Georgian College, Barrie, ON

Bachelor of Arts, Economics

2005-2006

Richmond, The American International University of London, London, UK

Bachelor of Arts, Management Information Systems/Economics

1999-2005

George Mason University

High School

1994-1999

International School of Helsinki