

## **DEREK THOR CARY**

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### **KEY QUALIFICATIONS:**

- Proven administrative direction and multicultural team management through leadership positions in internationally operating companies
- Demonstrated excellence in support and sales account direction with multinational corporate clients across European/North American/Middle Eastern/CIS and Asian markets
- Extensive marketing experience in social media and digital marketing
- Confidence and flexibility; strong presentation, communication and negotiation skills; preference for international work environments; comfort and ease in working with and leading multicultural teams
- 15+ years of experience in ELT classroom teaching and teacher training
- Fluency in German and English, upper-intermediate command of Russian, Japanese and Turkish
- US Citizen

### **UNIVERSITY EDUCATION: (selected)**

**University of Oxford**, Oxford, UK

Masters of Philosophy, Russian and Eastern European Studies, 2006

- Specializations: Domestic determinates of Soviet and Russian foreign policy; political and economic regional development
- Thesis awarded the honor of “pass with distinction”

**School of Oriental and African Studies**, London, UK

Masters of Arts, Social Anthropology 2001

- Specializations: Ethnicity, Identity and Nationalism; Gender; Social Anthropological Theory and Methodology
- Graduated with the honor of “pass with merit”

**Freie Universität Berlin**, Berlin, Germany

Grundstudiumabschluß, Japanese Studies and Social Anthropology, 1999

- Successful completion of 3-year, “Basic Studies”

慶應義塾大学 (Keio University), Tokyo, Japan

Self-organized Study Abroad, Japanese Language and Culture 1998

- One-year intensive study in Japanese language and university courses (taught in Japanese)

### **EMPLOYMENT HISTORY: (selected)**

**b2b Encounters**, Istanbul, Turkey

[www.b2bencounters.com](http://www.b2bencounters.com)

Supplier Program Manager

March 2014 till October 2015

- Responsible for new client acquisition and sales accounts of healthcare providers, such as hospitals and clinics, involved in medical tourism
- Regular attendance at international healthcare expos and events to showcase company's services
- Management of international congress events from conception to implementation through close cooperation with clients
- Maintain existing client relationship through regular contacts and communication with hospitals across Europe, Middle East and India and offering consulting services in medical tourism

**W3 Digital, Istanbul, Turkey**

[www.w3-digital.com](http://www.w3-digital.com)

Account Director

November 2012 – December 2014

- Administratively responsible for the management, professional development and performance of the 5-member account management team
- As director I fulfilled the role of highest-ranking representative of the digital production company to our multinational clients across Europe, North and South America, Middle East and Asia
- Responsible for liaising with national/regional marketing teams to discuss feasibility and costs of new projects in the Chocolate and Petcare divisions
- New international client acquisition through leading the tenure and bidding process

**W3 Digital, Istanbul, Turkey**

[www.w3-digital.com](http://www.w3-digital.com)

Head of Social Media Department

June 2012 – August 2013

- Administratively responsible for the management, professional development and performance of the social media team
- Led team of analysts using social media sentiment tools to prepare reports for corporate clients on the success of their online marketing activities and brand crisis management
- Headed routine meetings with marketing departments to review existing and propose new social media marketing plans
- Responsible for HR matters in connection to community managers and part-time staff

**W3 Digital, Istanbul, Turkey**

[www.w3-digital.com](http://www.w3-digital.com)

Community Manager/Digital Strategist

March 2012 – June 2012

- Entry level position at the company involving the creation of a social media strategy and any necessary digital assets
- Conducted regular meetings with clients to report on success and weaknesses of the social media component of their digital marketing mix
- Introduction to social media sentiment tools and analysis

**Katalist, Istanbul, Turkey**

[www.katalist.com.tr](http://www.katalist.com.tr)

Strategic Planner for Social Media

March 2011 – November 2011

- Conducted corporate social media planning, content development and online campaign management for an internationally operating coffee house chain
- Held regular meetings with clients to report on success and weaknesses of the social media component of their digital marketing mix

**International House Berlin – PROLOG**, Berlin, Germany

www.prolog-berlin.com

Deputy Director of Studies – English Department

May 2007 – December 2010

- Maintained the smooth day-in and day-out running and functioning of the English department in all aspects
- Identified weaknesses and improved communication between administration and staff to better implement company policy and improve work conditions
- Reduced directors' personnel management workload through being the first administrative contact person for more than 50 foreign language teachers
- Prepared tenders for international language consultancy projects while working in cooperation with partner schools
- Was entrusted with, designed and oversaw the creation of a new department for foreign languages, including managing new sub-administrative units
- Administered the acquisition of and controlled the budget for new foreign language materials

**VOLUNTEER ACTIVITIES:**

**United Nations**, worldwide

Online Volunteer

September 2015 onwards (project based)

- Assisting GLOWA, an anti-human-trafficking and victim rehabilitation NGO based in Cameroon, to make contact with supportive NGOs and donor agencies in Japan

**Growing Homes**, Chicago, IL

Agricultural Volunteer

October 2015 onwards (10 hrs/month)

- Various activities such as planting, harvesting and packaging for weekend markets

**Beykoz Barınağı**, Istanbul, Turkey

Proceeds Coordinator

Summer 2003 (5 hrs/week)

- Lobbied and secured participation of famous Turkish pop musicians in benefit concerts for street animal welfare
- Proceeds delivered to the above mentioned animal shelter as donations to build a puppy care wing

**SI Berlin**, Berlin, Germany

General Counselor (Volunteer, 10 hrs/week)

1996-1997; 1998

- An NGO providing the LGBT immigrant community with legal, health, residency and educational advice and support
- As a counselor I provided one-on-one, confidential support sessions, usually about residency and legal issues

**ADM (AIDS Danışma Merkezi)**, Berlin, Germany  
Sexual Health Counselor (Volunteer, 10 hrs/week)  
1995-1997

- Sexual health and HIV/AIDs educational organization funded by the city administration of Berlin targeting Turkish and Arabic-speaking youth
- Prepared conference material and translations for publishing
- Ran modules in sexual health group discussions with youth
- Organized community-based and buddy support program for HIV+ individuals of Turkish and Arab origin

### **CONTINUING EDUCATION AND TRAINING: (selected)**

- **University of British Columbia**, Urban Water – Innovations for Environmental Sustainability, completed June 2015
- **Open Education Consortium**, The Biology of Water and Health, completed August 2015
- **Wageningen University**, Future Food Production: Crops, completed September 2015

### **LANGUAGE PROFICIENCY:**

English	–	Native speaker
German	–	Fluent/C2 CEF
Japanese	–	Intermediate/B2 CEF
Russian	–	Intermediate/B2 CEF
Turkish	–	Intermediate/B2 CEF

### **HOBBIES:**

- Soto School of Zazen meditation
- International travel
- Cooking
- Being a loyal and humble servant to my cat