

Irfan Kaan Istemi

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I am a Senior Content Analyst in Arvato and looking to improve my career in sales, marketing, and/or software

PROFESSIONAL EXPERIENCE

Senior Content Analyst, Arvato (Majorel), Dublin (Ireland)

Oct 2018 - Current

- Evaluating YouTube content and checking if it is in line with the Google's policy
- Analyzing and labeling the content in order to approve if videos are suitable for being advertised by the client
- Taking part in the training of new employees, regarding I am responsible for the Turkish Team in the office
- Achieving more than 100% productivity, and 99% quality, one of top performance in the office

Marketing Intern, Etisan Energy, Ankara (Turkey)

Sep 2016 - Feb 2017

- Analysing target market (Turkey) through digital and offline channels and identifying seasonal opportunities
- Working very close with marketing manager to develop digital marketing strategy
- Generating new leads through marketing channels for sales departments to create upsell opportunities
- Monitoring industry trends and competitors activities; product, price, ad & promotion

Project

Target: Generating new leads for sales departments with a minimum of 3% conversion rate

Process: 290 new leads created through digital channels for sales departments

Worked very close with sales departments, reached out to leads through cold calling and e-mail and organized the meetings for sales executives

Results: 128 meeting organized, 15 deals closed/won, 5% conversion rate

Business Development/Sales Intern, Etisan Energy, Ankara (Turkey)

June 2015 - Sep 2015

- Identifying potential energy clients and generating new leads
- Reaching out to potential clients via phone, emails & chat
- Organising meetings for sales executives

Brand Representative, Expublic, Ankara (Turkey)

Sep 2012 - Nov 2014

- Organizing education/entertainment/science offline events
- Developing number of event participants through offline marketing channels

Project

Education Event Ankara 2013

Target: Generate 8,000+ attendees through offline advertising

Process: Coordinating advertising efforts at all universities in Ankara through 15 student volunteers

Results: 11,000+ attendees

EDUCATION

Griffith College, Dublin

Sep 2017 - Sep 2018

Postgraduate degree in Global Brand Management

- Relevant Courses: International Marketing Strategy, E-Marketing, Human Resource Management, Understanding the Global/Local and International Strategy
- Thesis Topic: How Japanese national culture affects McDonald's culture and impact of this on the performance of McDonald's in Japan

Baskent University, Ankara (Turkey)

Sep 2010 - June 2016

Bachelor's degree in Business Administration

- Relevant Courses: Marketing, Business Management, Money and Banking, Organization Theory, Marketing Strategies, Organizational Behavior, Management Strategy and Policies
- Thesis: The effect of different human resources policies on the productivity of Sabancı Holding

Languages

- English & Turkish fluent

Interest and Hobbies

- Basketball (played in junior clubs and high school team)
- Passion for music, poker, craft beers and microbreweries
- Volunteering at animal shelter
- Helping out the foundation of disabled children

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