

Gulbahar (Rose) Okuyan

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snapshot

Strategy and business development expert with 8+ years' experience in international markets working in social innovation, operations, and business design.

experience

Business Development Manager

2015–2018

WORLD COUNCIL OF CREDIT UNIONS, WASHINGTON, DC, USA

Directed business development department to meet or exceed annual targets of \$7–\$9 million. Exceeded last year's target by 133%. Promoted in 2015 to senior management.

Redesigned and led transformation of department structure and strategy, which led to a global partnership with the Bill & Melinda Gates Foundation in East Asia.

Oversaw department marketing efforts, including web and print leading to an increase in page views by 45%.

Designed and implemented SharePoint site and taxonomy.

Senior New Business Associate

2013–2014

INTERNATIONAL EXECUTIVE SERVICE CORPS, WASHINGTON, DC, USA

Promoted within 8 months to Sr. Associate from Associate.

Led proposal teams of 2–15 people resulting in more than \$45 million in US government-funded programs worldwide; identified and evaluated opportunities, designed and wrote grants, copy-edited, and formatted submissions.

Marketing & Design Consultant

2012–2015

METRO ART&FRAME, NEW YORK, NY USA

Increased interactions with customers by developing company website and ecommerce site on Etsy and managing social media outlets. Created and executed visual merchandising plans resulting in 150% increase in art sales.

Business Development & Project Coordination

2010–2012

VARIOUS NGOS, WASHINGTON, DC USA

Led multinational teams of 2–15 staff and consultants to acquire more than \$79 million across three companies.

Trained staff and interns on business development and marketing, focusing on US government contracts within the economic growth and international development sector.

skills

Design: PhotoShop, Illustrator, InDesign

Prototyping: Sketch, Figma, Balsamiq

Coding: HTML5, CSS, JavaScript

Other: Microsoft Office, Keynote

education

MBA, Product Development & Innovation

2019 | SDA BOCCONI, Milan, Italy

BA, International Affairs and Economics

2010 | GEORGE WASHINGTON UNIVERSITY

Study Abroad: Bogazici University – Istanbul, Turkey

Designer Track

2017–2018 | BLOC

Designed & coded portfolio

languages

English: fluent; **Turkish:** advanced;

Spanish: basic; **Italian:** beginner

activities

Board Member, SDA Bocconi Ethica Club; Social media & event coordination.

Board Member, Volunteers for Economic Growth Alliance, 2015–2018