

Ahmet Sevki Soydan

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SUMMARY

- Practiced web & graphic design, created infographic posters, animated videos and built web sites with HTML, PHP and WordPress.
- Conducted competitive analysis in different sectors (automation and car rental). Successfully forecasted and maximized the company profit through increasing sales while minimizing the costs.
- Experienced in preparing visually attractive and easy-to-read reports regarding sales, revenue management and cost control. Developed skills by working closely with the CEO and the management team.
- Knowledgeable regarding the use of primary and secondary data sources effectively.
- Played a key role many times by multitasking on topics that are related to different departments easily due to educational background.

Languages: English (IELTS Academic 7.5) and Turkish.

Computer Skills: Adobe Products (Photoshop, Illustrator, Premiere, InDesign and XD), MS Office Suite (PowerPoint, Word, Excel, Outlook), SPSS, Tableau, SurveyMonkey, MarketSight, Recollective, Google AdWords, Google Analytics, Environics Envision.

RELATED WORK EXPERIENCE

Merchandiser at Coke Canada

Mar 2021 – Present

Coca-Cola Company, Ottawa, Canada

- Built, changed or removed product displays according to weekly plans
- Maintained and replenished products in store shelves, displays and coolers by adding or replacing products from the store stock.
- Managed the backroom and stock by organizing backroom materials, identifying and reporting inventory levels.

Market Research Analyst at The Privy Council Office

May 2020 – August 2020

Government of Canada, Ottawa, Canada

- Prepared weekly public opinion reports for the Privy Council Office.
- Collected data from various research sources on COVID-19 virus, health care services and household economy.
- Summarized the findings of different research companies by comparing and commenting on the results.
- Compiled and analyzed statistical data and presented it with supporting graphics and data visualizations.
- Recommended implications of these results for non-specialists (i.e. decision-makers and communication people).

- Maximized car rental revenues by accurately forecasting business demand and pricing.
 - Carried out statistical analysis using historical information, seasonal trends and recent rental activity to determine the level of demand.
 - Directed the outsourced advertisement agency regarding branding and company image.
 - Designed and implemented marketing campaigns to increase the firm's visibility (ATL-BTL).
 - Analyzed KPIs and performance of digital campaigns (ROAS) and Google AdWords.
 - Prepared weekly reports regarding marketing and sales performance.
 - Worked with London HQ for the preparation of global campaigns.
 - Executed partnership relations with exclusive partners such as Turkish Airlines & Garanti BBVA
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OTHER WORK EXPERIENCE

Cost Control Manager at Piomak Automation
Piomak Automation, Istanbul, Turkey

May 2018 – August 2019

- Managed and monitored project cost activity to ensure that expenditures are kept within the project budget.
 - Provided planning and cost controlling support for domestic and international projects.
 - Controlled procurement process with international suppliers.
 - Completed weekly general payments and created invoices according to the payment plan.
 - Prepared weekly cash flow & monthly budget reports for the board and the project teams.
 - Kept track of the exported goods and shipping process.
 - Guided outsourced accounting service regarding recordings of weekly and monthly payments, taxes, etc.
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ACHIEVEMENTS & LICENCES

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| • Google AdWords by Google & Online Marketing Basic Training by Google | 2017 |
| • Enterprise Franchisee of the Quarter (3rd) | 2017 |
| • G class driving licence | 2019 |
| • WHMIS and OHSA certificates | 2019 |
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EDUCATION

Interactive Media Management

2020 - Present

Algonquin College, Ottawa, Ontario (3.73/4.00 GPA)

- Improved my skills on user experience and learned new graphic software (Adobe)
- Practiced HTML and PHP and learned how to build a website with HTML and WordPress.

Marketing Research and Business Intelligence

2019 - 2020

Algonquin College, Ottawa, Ontario (3.55/4.00 GPA)

- Worked on two projects between May and August 2020 for the Privy Council Office of Canada. Reported weekly regarding the short-term and long-term effects of the COVID-19 virus on the health and consumer behaviour of Canadian households. Also prepared a report regarding the emergency responses against the COVID-19 virus given by different countries including Italy, Spain, Germany and the US.

Bachelor of Economics

2015

Bogazici University, Istanbul, Turkey