

Zeynep Karakaya

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EDUCATION

Koç University, CEMS Master's in International Management

Aug 2017 – Jan 2019
Istanbul

- Entitled to **CEMS Master's in International Management Scholarship**: Merit based scholarship covering the full tuition fee
- Member of **CEMS Global Student Board** (board of 30 representing students from the CEMS universities in 30 different countries around the globe) as Corporate Partners Function Leader. Executed projects for a better CEMS experience during the year.
- Won the idea stage phase of **CEMS Startup Challenge** which was sponsored by Salesforce, LVMH, and Gartner in November 2017
- Selected as finalist for Cluster Finals of **P&G Global CEO Challenge** in January 2018 and spent two days at P&G HQ

University of Sydney, CEMS Master's in International Management

Feb – Jun 2018
Sydney

- Exchange semester of CEMS double degree requirement

Galatasaray University, Bachelor of Law

Sep 2010 – Jun 2015
Istanbul

- **Ranked as 34th among more than c.1.5 million candidates** in Mathematics track of Nationwide University Exam (LYS)
- Entitled to two competitive scholarships:
 - **Turkish Prime Ministry Overachievement Scholarship**: Monthly award given for five consecutive years
 - **GSU Alumni Association Scholarship**: Award given due to being ranked in the top 5% of all French prep. class

USER EXPERIENCE (Online Courses)

IBM

Apr 2020 – Present

- Enterprise Design Thinking

Interaction Design Foundation

Apr 2019 – Present
Online

- Human-Computer Interaction
- Become a UX Designer From Scratch
- Design Thinking

Coursera (California Institute of Arts)

May 2019 – Present
Online

- UX Design Fundamentals
- Fundamentals of Graphic Design
- Visual Elements of User Interface Design

EXPERIENCE

Turkish Industry and Business Association, Entrepreneurship & Youth Affairs

Sep 2019 – Present
Istanbul

- Took part on the execution phase of the entrepreneurship program in terms of sponsorship deals and engagement, application and evaluation processes, strategy development, etc.
- Made research on innovation and change management in corporations in order to build a strategy in terms of corporate entrepreneurship programs, moreover conducted a survey study on corporate entrepreneurship and innovation with 20 respondent corporations
- Took part on entrepreneurship projects executed in collaboration with municipalities in order to have a better entrepreneurship environment in Turkey
- Drafted a suggestion paper on startup incentives to be presented before the government representatives

CEMS Head Office, Stakeholder Engagement & Events Management

Sep 2018 – Jan 2019
Paris

- Developed short-term budget plan and marketing strategy for the CEMS Annual Events & Graduation Ceremony in Malta (with more than 3k participants to a week-long meetings and events) and Asia Pacific Forum in Hong Kong
- Interacted with CEMS Stakeholders before the events to revise sponsorship terms and finally proceeded with ABB as the main sponsor

Westpac Group, Strategy Project Consultant

Feb – Jun 2018
Sydney

- Collaborated with the Strategy Team and Customer Experience Lab of Westpac Group, one of the biggest banks in Asia Pacific region, on a project in wealth management sector
- Conducted global and local competition and market analyses, researched customer needs and trends on wealth management services, and finally presented a solution to the Westpac Group Executive Board

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EXPERIENCE (Con.)

- PricewaterhouseCoopers**, Project Management Intern Dec 2017 – Jan 2018
Istanbul
- Assisted Risk Advisory Partner on creating and initiating a global project
 - Coordinated several meetings with the senior consultants and team leads within the firm within the scope of the execution of the project
- Impact Hub**, Social Innovation Lab & Co-working Space, Student Intern Jul – Aug 2017
Istanbul
- Delivered marketing reports, coordinated the social media accounts, and composed the articles for weekly e-mail community newspaper
 - Collaborated on the planning and execution phase of the “UNDP’s Accelerate 2030 National Finals” event
- Moroglu Arseven**, Law Firm, Legal Intern & Associate Sep 2015 – Jan 2017
Istanbul
- Provided legal advice to globally well-known companies on competition, trademark or patent issues and took relevant actions following their consent
 - Guided clients regarding the proposed launch of electrical and hybrid cars to Turkey and outlined a legal framework about the construction of charging stations
- GezerkenYemek**, Food Blog, Co-founder Sep 2014 – May 2015
Istanbul
- Co-founded a gourmet food blog
- Baker & McKenzie**, Law Firm, Summer Intern Jul – Aug 2014
Istanbul
- Assisted senior lawyers with market research on pharmaceutical and automotive industries; extensively reviewed and analyzed financial documents and contracts

EXTRACURRICULAR ACTIVITIES

- CEMS Alumni Association**, Local Chapter President Dec 2019 – Present
Istanbul
- Acting in coordination with CEMS Alumni Association and CEMS Global Office in terms of international events and gatherings involving alumni, as well as organizing local gatherings and networking events for both alumni and students
- CEMS Student Board**, Function Leader – Corporate Partners Nov 2017 – Dec 2018
Sydney, Copenhagen, Hong Kong
- Represented Koc University CEMS Cohort before the Student Board, and whole CEMS Students before the other CEMS Key Stakeholders, such as CEMS Head Office, Academic and Corporate Partners
 - Initiated projects - such as Startup Challenge, CEMS Presidents’ Meeting, Global Responsibility Week, Alumni of the Year, etc - in order to provide a better CEMS Experience for all students
- European Law Students’ Association**, International Internal Meetings Director Aug 2016 – Apr 2017
Brussels
- Attended the UN conference in Geneva as head of 5 ELSA Delegates from all over the world
 - Arranged semi-annual ELSA International Council Meetings in Porto and Prague
- GSU International Law and Diplomacy Club** Apr – May 2013
Istanbul
- Participated to Annual Diplomacy Trip consisting of visits to Turkish Consulates, UN, NATO, ECHR in Switzerland, Belgium and France

ADDITIONAL SKILLS

Languages: Native in Turkish; Fluent in English and French

Computer: Proficient user of Microsoft Office, IBM SPSS, R; Beginner in Adobe Creative Cloud, Sketch, Figma

Hobbies: Travelling and exploring new cultures & cuisines around the world (visited more than 30 countries upon now)

MEMBERSHIPS

CEMS Alumni Association [2019]; Koc University Alumni Association [2019]; CEMS Global Student Board [2017]; CaseCampus by Endeavor Fellow [2017]; Official Trademark Attorney [2016]; Istanbul Bar Association [2016]; Galatasaray University Alumni Association [2015]

REFERENCES

Available upon request.