

KAAN SARP KESKİN

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EDUCATION

Stanford University - Leadership by Enneagram

Being a leader by analysing different types of personalities based on the enneagram system.
(January 2015 - March 2015)

UC Berkeley, IDP – Marketing

Marketing International Diploma Program that only includes highly performed international graduated people. (September 2014 - April 2014)

Bogazici University – Boogy The Event Company, Event Marketing Management

Intensive Certificate Program that includes event types, love-marks, strategic planning, marketing, budgeting, financial planning of events and communication skills courses.
(September 2013 - January 2014)

Bahcesehir University, BA Business Administration, Scholarship (2009 - 2013)

LANGUAGES

Turkish (Native s\Speaker)

English (Fluent speaker) 6,5 IELTS GRADE (one year living experience in US)

WORK EXPERIENCE

Gracenote

ODP Marketing Project Intern (January 2015 - April 2015)

Helping to improve the usage of open developer program of Gracenote . Creating marketing projects and report them to the supervisor and Marketing team. Determining related events and planning future actions about those events. Designing new marketing tools such as stickers, business cards, “how to use” videos, Twitter and Facebook posts. The biggest project i did, was the showcase webpage design. it has all the applications that developed by the other users. The idea was to show and inspire the other developers and also encourage them to use grace notes technology. At those time there was lack of developers thats why that webpages are not live right now.

Stubridge (February 2012 - Present)

Co-Founder, Business Development and Marketing (social network start-up)

Setting objectives, strategies, marketing and business plan. Researching primarily to understand customer needs and wants. Implementing marketing strategies promoting the site to target segment. Attending web design and investor meetings. Finding developers for front-end and back-end and collaborating the team for weekly plans. Speaking with potential investors and networking.

www.stubridge.com is an exclusive social network that provides a platform only for students and academics to communicate about their courses, events and social campus life. Currently it's an mobile application working only on iOS platform. The beta version has launched on may 2014 in Bahcesehir University, Istanbul. Since the Stubridge App has opened, 200 student signed up in a month. For the new season, Now, we are in an investment and development process for the new updates and we are planning to launch the app in to 5 best universities in Istanbul.

Niltek Giyim ve San. Tic. LTD.ŞTİ. (December 2012- August 2014)

Business development and Assistant Production Manager (Textile Industry)

Redesigning the company's brand image and improving customer relations. Designing new website and new seasonal clothing collection. Coordinating the production process. Calculating expenses and cost of good sold. Produced 100 000 men and women clothes and 25 new designs. www.niltekgiyim.com.tr (The Company currently is not in progress)

Kampus Telecommunication (2011 October – 2013 December)

Co-Founder, Managing Partner (fast battery charger units)

Since we established this company, we put fast cellphone battery chargers automats to universities. Contacted 5 big universities in Istanbul and reached 75 000 students, 15 000 academicians and 10 000 employees. We tried to cover the units with advertisements. Had many meetings with big companies such as Vodafone, Avea. www.kampustelekom.com

Boyner Holding - Morhipo.com (E-commerce Industry) (2012 July – 2012 September)

Internship at Product Management

Translating the real products in to the virtual word. Developing barcode numbers for unbar-coded products. Organizing the clothes for studio photo shooting. Designing the promotion pictures. Assisting for entering contents of products in to the website. Attending Boyner Holding internship meetings.

Boyner Retail Community Meeting (September 8th, 2012)

Organisation Coordinator

Managing the intern group at the organisation. Regulating the process of welcoming guests, explaining the content, assisting with seating and also coordinating the speakers.

GRAND BAZAAR (2010 June- 2010 September)

Salesman at Souvenir Shop

Selling Pashminas, gifts, keys, ceramics to tourists and calculating the weekly budget.

DHL Express (Logistics Industry) (February, 2009-March, 2009)

Internship in Direct Sales Management Function (Including a week company orientation training within HR, Operations, Finance, Customer Service)

Connecting the potential clients and establishing new contracts with them by working in the direct sales team. Called 20 companies daily and arranged over 35 new contracts in a month.

EXTRACURRICULAR ACTIVITIES

Social Responsibility Initiatives

(2012 January – 2014 January) SocialMe

Founder Board Member, Operation Coordinator, Workshop Instructor

SocialMe, SosyalBen in Turkish, is a social responsibility project which aims to give social education to the children who are at the age of primary school in the regions where this education is needed. We, the university students, have been teaching 7-14 aged primary school pupils in tecnology, chess, dance, photography, theatre, table tennis and sports workshops. We have opened hundreds workshops so far in 17 cities such as Giresun, Şanlıurfa, Trabzon, Skopje (Macedonia), Gambia both in winter and summer breaks and achieved to reach a lot of students thanks to this project.

In August 2013, we established the SosyalBen Association. I was the founder board member.