



Ömürden SEZGİN

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Personal information:

Marital Status :Single
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Nationality : Turkish
Place of Birth : Samsun
Military Service: Completed.

Education

02/2005 –06/2007	Middle East Technical University (METU) Informatics Institute	(MS) Informatics
09/2000- 06/2004	Middle East Technical University (METU) Industrial Engineering Dept (Ranked 445 th among 1,5 million students*)	(BS) Industrial Engineering
09/1992-06/1999	Samsun Anatolian High School	Science&Math

Work Experience

08/ 2007 –	Markam Brand Consultancy	Istanbul/ Turkey (Full Time)
	<ul style="list-style-type: none">• Brand Consultant/Engineer<ul style="list-style-type: none">◦ Brand strategy development, market and customer research, competitor analysis, brand positioning, brand audit, strategy development, product development, campaign design (mobile and internet) and naming◦ International brand consultancy projects especially for FMCG, construction, automotive, telecommunication, and technology sector.	
08/2006-02/2007	National Taiwan University	Taipei/Taiwan (Full Time)
	<ul style="list-style-type: none">• Research Assistant<ul style="list-style-type: none">◦ Lead entrepreneurship course including creative projects, co-branding potentials for Taiwanese Companies, Universities and Taiwan Country.	
09/2004-08/2006	Robert Bosch A.Ş.	Bursa/Turkey (Full Time)
	<ul style="list-style-type: none">• Productivity Engineer at Technical Functions department and BPS group.• Application of TPS(Toyota Production System) philosophy to the plant such as , Kanban,Kaizen,Milkrun and JIT	

Consultancy Projects

Leading Low Cost Airline Brand	Strategical marketing plan and sector analysis for Turkey and Germany. Brand positioning project for European market.
Leading Car Battery Brand	Global market research and brand positioning for Turkey, Egypt, Germany, Iran, Ukraine, Russia, Spain and Portugal. (Turquality Project)
Leading PVC Window Brand	Global market research and brand positioning for Turkey, Lebanon, Iran, Georgia, Romania, Iraq and Kazakhstan. (Turquality Project)
Leader Furniture Brand	Strategical marketing plan and project plan in order to enter Turkish furniture market. Brand positioning for Turkey and Azerbaijan market.
Leader Computer Brand	Marketing strategy, campaign design, competitor analysis, mobile and interactive marketing solutions and application.
Leading IT Integrator Brand	Communication strategy and IT market research
Body Care Brand	Campaign design for razorblades and application.
Footwear Brand	Marketing strategy and brand positioning for Turkey and global market especially for UK. Boots and Safety shoes market research and communication strategy.
Governmental Campaign	National campaign design for local product consumption and crisis communication.
Lighting Brand	Lighting market research, competitor analysis and marketing strategy for Turkish lighting market. New business opportunities and project plan.
Mobile Operator Brand	Brand audit and communication strategy development.
FMC Brand	Marketing and communication strategy. New product and concept design for Turkish biscuit and chocolate market.
TecrübEM book Project	50 METU Industrial Engineering Alumni wrote their experiences and created TecrübEM book. (3,500 sales) http://www.hurriyet.com.tr/seyahat/14454400.asp - Hurriyet
SeyahatnamEM book project	41 METU Industrial Engineering Alumni wrote their travel experiences.(1,250 sales) http://www.haberturk.com/kultur-sanat/haber/500986-odtululerin-kaleminden-seyahat-yazilari - HaberTurk
ARROW project	Marketing project for ASUS named as “Asus Roundtable Reaching Out World” at National Taiwan University
Milkrun Project	Optimization of logistics by segmentation of parts and using Toyota methods. - Ranked as the 1st project at Operation Research Assoc. Competition at Robert Bosch



Internship

06/2003-09/2003 **NEFF Gmbh BSHG** **Bretten/Germany**

- 13-week internship experience in technical production planning department

06/2002-08/2002 **Arçelik Washing Machine Plant** **İstanbul/Turkey**

- 4-week internship experience in the production planning and engineering department.

Languages

English	Fluent	College, METU
German	Fluent	Internship ,Goethe Institute, several visits and projects
French	Intermediate	Taken 5 courses at METU including Turkish-French translation
Chinese	Intermediate	7 months course in Taipei/Taiwan http://www.hurriyet.com.tr/seyahat/7523233_p.asp -Hurriyet Seyahat

Computer Skills

- SAP PP,C, DOS, Windows, PHP, HTML, SQL ,FrontPage, MS Office, MySQL
- AutoCAD , Data Structures, Lindo, Lingo, Visio, Minitab, Arena ,Gams, SAP R/3

Social Activities and Membership

- Istanbul METU (ODTU) Alumni Assoc. **Board Member** (30,000 Alumni in Istanbul)
- Chamber of Turkish Mech. Eng **Consultancy Committee Member**
- Sirtçantalılar (Turkish backpackers) (www.sirtcantalilar.com)
http://www.sabah.com.tr/Pazar/2010/07/25/sinir_tanimayan_gezginler **Founder**
- Sonradan gurmeler(Turkish Gourmets) (www.sonradangurmeler.org)
<http://www.hurriyet.com.tr/cumartesi/15330353.asp> **Founder**



References

- To be provided upon request

*University entrance exam of Turkey