

Melda Göknel

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EDUCATION

Education Level: Masters (MFA)

Mastery :

University: MIT (IDC Sloan)
Program: Mastering Design Thinking

Master:

University: Academy of Art College (1997) (High Honor)
Department: Computer Arts (Interface Design) (UX/UI)

Bachelor:

University: Middle East Technical University (1993) (High Honor / Dean's List)
Department: Architecture (Industrial Design)

High School: TED Ankara College (1989)

Foreign Languages: English (Very Good)
German (Beginners)
Italian (Beginners)

WORK EXPERIENCE

07.2016 -

Özyeğin University

Lecturer (Executive MBA, MBA, ENTR)

Graduate school lecturer on *Design Thinking* on Executive MBA and MBA programs.
Undergraduate school lecturer on *Human Centric Design* for Department of Entrepreneurship under Faculty of Business and Management.

09.2015 -

İstanbul Aydın University

Instructor (Industrial Design)

Instructor at Department of Industrial Design on Faculty of Architecture and Design on *Industrial Design Project 301/401* courses which is the main course of the department which instructs design processes; using a fusion of design methodology to develop an idea into a final viable and feasible product.

09.2015 -

Ayşe Melda Göknel

Owner

The sole proprietorship consultancy and soft skill trainings (Design Thinking and Storytelling mainly) as well as facilitation for meetings and holding workshops, seminars and speeches. Customers include but not limited to; Nike, ING Bank, İş Bank GYO, DASK, Toyota, Arçelik, Siemens, Turkcell.

11.2008 - 02.2011

Freelance

Writer, Illustrator, Consultant

- Developing and content provision for internet portals and websites (Essays on life in www.meldagoknel.com and on pregnancy www.hamileyeyardimciyiz.biz, e-commerce portal on beauty and cosmetics www.bakimlikadiniz.biz/tr),
- Children's books illustration and design (Content provider for MSN in Microsoft Children's Portal "Çok Gizli Günlük).
- Editorial of corporate newsletters (ABİGEM bi yearly newsletter in English and Turkish for TOBB and EU).
- Writing (Essays and Illustration for Hillsider Magazine)
- Event Hosting (Presenter and Moderator of cutting edge movie industry event in Berlin, www.insightout.com)
- Designer (Logo and packaging design for SYK, Hardline; character development and illustration for Patika Tanıtım)

Area of Interest: TV and Movie Media
The Internet and printed medium

02.2004-10.2008

Meteksan Sistem A.S. , İstanbul

Business Development Manager

Developing new partnerships and business opportunities by closely scanning international market place and technological developments.

Preparing Business Plan's for both existing and upcoming businesses.

Managing the contract negotiations, international business relations.

Vendor and customer management.

Setting sales and product strategies; to generate new revenue flows for the sales teams.

Developing sector specific projects by finding niche solutions and services that meets the need. (Areas of interest RFID, IPTV, UMPC, TETRA and WIMAX)

Company's Area of Interest: Information and Communications Technologies
System Integration and business solutions.

Mother Company: Bilkent Holding - Ankara

07.2002-07.2003

Inteltek , İstanbul

Marketing and Business Development Manager

Leading the marketing activities of the Company.

Managing the teams handling marketing, communication, PR, CRM and multi platform (GSM, Web, iTV, IVR, terminal) business development activities.

Developing relations with channels, vendors and partners, both locally and internationally.

Coordinating the call center operation, creation and development of multiple call center scenarios. Managing advertisement campaigns and PR activities as well as partner trainings.

Directing the alternative sales channel operation of online betting in terms of; technology, finance, content and ergonomics. (www.libero.net)

Creating and strategizing the Corporate Identity of the company and brand development of both the sports betting games and online betting company.

Being a part of the creative team, helped the company act swiftly on marketing operations and cut the costs by minimizing the agency communication time.

Company's Area of Interest: Sports betting.
Multiplatform service development.

Mother Company: Joint Venture -Turkcell, Teknoloji Holding and Intralot

02. 2001- 06. 2002
MAPCO , Istanbul
Marketing Executive

Defining the future VAS strategies, by researching the technology and analyzing the popular the content for Turkcell Group Companies.
Preparation of P&L tables of projects, project management and profitability of the operations.
Responsible for PR activities and creating press releases.

Companies Area of Interest: **Mobile data and communication services.**
 Content Management and aggregation.

Mother Company: **Joint Venture -Turkcell, Superonline and DigiTurk**

08.1999- 01.2001
Digiturk , Istanbul
Interactive Channels Coordinator

Defining the strategy and development plan of interactive channels for DigiTurk.
Project management of the interactive channels; is responsible from contracts negotiation, budgeting, interface design, acquisitions and technical feasibility.
Coordinating the tasks within DigiTurk and with the third parties such as; Philips, Anderson Consulting -now Accenture-, OpenTV and Lysis.
Cash generation by sales and promotion of the interactive channels to potential customers
Is also responsible of project and vendor management of the customer specific channels (Pamukbank and YKB banking channels, developing media marketing areas.)

Companies Area of Interest: **Digital Video Services**
 Video Content Creation and Distribution

Mother Company: **Çukurova Group**

1997-1999
Link Multimedia , Istanbul
Creative Director

Designing and producing interactive portals, movies.
Conducting services in post production and interactive project.
Supervising design and development teams.
Serving for both business and creative aspect in terms of, account management, presentation, design, contracting and budgeting of the project

1998- 2003
Yıldız Teknik Üniversitesi , Istanbul
Part time Instructor

Instructing the students of Communication Design Department through their projects.
Attending and organizing seminars on online media and interface design

Foreign Languages: English (Very Good)
 German (Beginners)
 Italian (Beginners)

Computer Skills:
Office Applications (MS Office Applications)
Graphic Applications (Adobe Photoshop, Adobe Illustrator, Quark, Painter)
Editing Tools (Adobe Premiere, Sound Edit16, Adobe After Effects)
Interactive Applications (Director, Lingo, HTML, Shockwave, Flash)

PERSONAL

Hobbies: Writing and Drawing (children's stories, illustrations, TV and movie scenarios), Sports (fitness, outdoor sports, extreme sports), Arts (movies, world art, literature, architecture), Traveling (Exotic Excursions) and Cooking (Asian Cuisine)

Club/Association Memberships: TED Ankara College Alumni Association Board Member and METU Alumni Club Member, Founder of book club (Kitap Kurtları ile Koşan Kadınlar!)

Character Specifications

To the point, Strong sales and negotiation skills, Creative, Innovative, Responsible, Strong Management Skills, Self Motivated, Fast and Analytical Thinker, Solution Oriented, Proactive, Very good verbal and written expression ability, Public Speech, Training.

OTHER

Attended Seminars and Fairs:

2017-2006

- . Limmud Speaker 2018 (Know Thy Self)
- . Yeditepe University (Series of 3 Speeches on Self/Design/Persuasion)
- . DASK Juror 2018
- . P.O.Y. Training 2017 / Trainee
- . Theta DNA and Advanced DNA 2017 - Trainee
- . BEYSAD Endüstri 4.0 Çalıştayı / Konuşmacı / Fasilitatör 2017
- . Forum Moderation 2015/2016/2017 with Amir Kfir
- . Creative Thinking and Problem Solving Seminar - 2016 - Speaker / Facilitator
- . Social Behaviour and Social Media Seminar for ICF 2015 - Lecturer
- . Kurumiçi Girişimcilik Konferansı 2015
- . Sustainable Branding 2015
- . Forum Moderation Training 2014- Amir Kfir
- . Performans Değerlendirme 2014 - Mehmet Bilgiç
- . Senaryo Yazım Tekniği 2013 - Derviş Zaim
- . İleri Satış Teknikleri 2013- Mehmet Bilgiç
- . Metod Oyunculuk Atölyesi 2012 - Bahar Kerimoğlu
- . TEDxSilkRoad 2012 - **Speaker** (How social media changes social behavior)
- . HFF - Film Academy 2010 (Digital Production Methods for Film and TV - Moderator)
- . METU - Faculty of Architecture Creative Thinking Seminar **Presenter**
- . HFF - Film Academy 2008 (Digital Production Methods for Film and TV - **Moderator**)
- . Otomasyon Fuarı - **Speaker** -RFID Systems in Manufacturing and Automation
- . Internal Sales Training 2007- **Trainer** - Interface Design
- . Internal Sales Training 2007- **Trainer** - Business Development and Creating Demand
- . HFF - Film Academy 2007 (Digital Production Methods for Film and TV - **Tutor**)
- . ERA - Coaching Training Sessions
- . Atılım 2006 - **Speaker** -RFID Systems
- . RFID Seminar in LODER- **Speaker**
- . IBC - 2006
- . HFF 2006 - Film Academy (Digital Production Methods for Film and TV - Scholarship)
- . Management Center Turkiye - Advanced Sales Techniques 2006
- . ERA - Awareness and Motivation 2006 - 2007
- . RFID Turkey - **Speaker**
- . Talk TETRA - Malta TETRA Seminar
- . IPTV Forum 2006 London

2006 - 1994

- . ETMK, Designer's Odessy, 1994, **Organization**
- . Sybold 1995- 1996- 1997, San Francisco, Attendee - IT Seminars and Fair
- . Millia 2000, Cannes, Attendee -Interactive Content Fair
- . Think-Tank Summit 2000, Cannes, Attendee,
- . IBC Conference 2000, London, Attendee -Telecom and iTV Fair-
- . Open TV User Forum 2000, London, Attendee
- . Millia 2001, Cannes, **Invitee** -Interactive Content Fair

- . Think-Tank Summit 2001, Cannes, **Invitee**
- . Open TV User Forum 2001, Barcelona, **Speaker**
- . InfoDay 2001, **Organization and Speaker** - Interactive TV Seminar-
- . Millia 2002, Cannes, **VIP Invitee** - Interactive Content Fair
- . Think-Tank Summit 2002, Cannes, **VIP Invitee**
- . E-Gaming Seminar and Fair, 2002, **Executive Committee Member, Speaker**
- . PDF Workshops - Total Customer Satisfaction Seminars, 2002
- . Marka 2002, 2003
- . IBC Seminars Interactive Gambling and Entertainment, 2003
- . Solution Seminars - Sales and Marketing Techniques, 2003
- . Solution Seminars - Consultation Techniques, 2003
- . Solution Seminars - Direct Marketing Techniques, 2003
- . Servus Seminar - Product and Service Development 2003 **(Instructor)**
- . Servus Seminar - Customer Satisfaction 2003 **(Instructor)**
- . Millia - MipTV - 2004
- . M-content, London 2004
- . Millia - MipTV -2005
- . IBC - 2005