

WORK EXPERIENCE

Present
Nov 2016

Cangöz Müzik – İstanbul

Foreign Trade Manager

- Responsible for imports & logistics & brands management & marketing & localization of internationally manufactured musical instruments & accessories;

Laney, ESP Guitars, Nux FX, D'addario Woodwinds, Vandoren, Kurzweil, Concepta KVB (Ritter), Conn-Selmer Inc. (Ludwig, Bach), Remo, Chinalight Tri-Union, K.H.S. Musical Instrument (Nomad, Hercules, Lanikai), GruvGear, Hongkong Shida Musical Instrument (Orphee), Jinan Xuqiu Musical Instrument (Woodwind & Brass), JodyJazz Inc., König & Meyer, Ringway Tech, Bonmusica, Wuxi Mippy International Trade, Altamira Guitars, Thomastik Infeld, Admira Guitars, Pirastro, Taixing Fengling Guitar & Violin Manufacture, Tianjin Starfs, Rigotti Ets., Tianjin Fleet (Percussion), Hannabach, Washburn, and many more!

- Create OEM instruments in order to expand product segmentation aimed at different markets and channels.
- Resolve problems concerning transportation, logistics systems, imports, or customer issues.
- Collaborate with other departments to integrate logistics with business systems or processes, such as customer sales, order management, accounting, or shipping.
- Maintain metrics, reports, process documentation, customer service logs.
- Negotiate with suppliers or customers to improve supply chain efficiency or sustainability.
- Negotiate transportation rates or services.
- Recommend optimal transportation modes, routing and frequency.
- Monitor product import or export processes to ensure compliance with regulatory or legal requirements.
- Acting as a bridge between local technical support and manufacturer companies in order to come up with solutions in order to maintain and improve customer satisfaction.
- Discover new manufacturers in order to expand our brands' range and create more segmentation.
- Attending international musical instruments trade shows, maintaining and developing trust-based relationships with renowned brands.
- Localization of internationally manufactured brands in Turkish musical instruments market.
- Monitoring competitor activities and delivering & executing integrated marketing plans and brands targets.
- Pricing imported products in order to ensure both end users and my dealer network get the best competitive price.

- Supporting and providing web team for localization, marketing campaigns and customer service.
- Creating and coordinating artist relationships for endorsement activities.
- Cooperating with the finance department to ensure all transfers made to vendors on time.

MyDukkan.com – İstanbul

E-Commerce Specialist

Nov 2016
May 2014

- Responsible for over 100,000 customers and direct them to the right products that would meet their needs. This means being in direct contact with Turkish dealers of internationally manufactured musical instruments to find the right solutions for them, and to maintain a 100% customer satisfaction record.
- Responsible for localization of over 20,000 musical instruments and accessories aimed at Turkish musical instruments market.
- Acting as a bridge between customers, technical services, and importers in order to get the fastest tech support for our customers.
- Setting up the YouTube channel “Non-Biased Guitar Reviews” which has over five million views and 7500 subscribers so far. I play various guitars, edit them, and reamp the raw signals to provide a fair product comparison for our clients.
- Testing guitars that we sell daily to ensure they are in perfect condition before we ship them off to customers. I have tested over 3000 electric, acoustic bass and nylon string guitars as well as ukuleles from entry to professional level.
- Continuously do the manual testing website functions, write test reports and coordinate with web developers.
- Leading the product photography sessions to ensure our clients get the right visual information to make the best choice in product.
- Competent to full customer cycle starting from product order to delivery process including all ordering, invoicing and shipment.

Present
Jun 2013

Self Employed – İstanbul

Chicken Picks Turkey Dealer

Jan 2013
Sep 2011

Camden Lock, Stables, Greenwich Markets, Hyde Park & River Thames Christmas Markets – London

Sales Representative

Jan 2012
Feb 2011

Club Aquarium & Barback Factory – London

Apprentice Bartender, Barback

Dec 2010
Oct 2009

The Sandwich Man London & Caretta Rickshaw – London

Delivery Drivers

Oct 2009
Nov 2003

Guitar Player & Tutor– İzmir

Freelance Musician

EDUCATION

Feb 2012
Jan 2011

Kensington College of Business, University of Wales – London
MBA, Marketing

Sep 2010
Oct 2009

Rose of York Language School – London
General English

July 2009
Sep 2003

Dokuz Eylül University – İzmir
BSc, Metallurgical & Materials Engineering

Jun 2003
Sep 1999

İzmir Atatürk High School – İzmir
Science & Math

PROJECTS & ACHIEVEMENTS

- **Social Responsibility – MuzikKardesim.org**
Participated in Müzik Kardeşim in which we gather many types of instruments from our followers and distributors in order to support the music teachers that need help to lead younglings to make music in Anatolian rural schools.
- **Non-Biased Guitars Reviews – MyDukkan.com**
Creator and director of guitar review video series on MyDukkan, the project has gained over 7,500 subs & 5 million views, skyrocketing electric guitar sales. The company had almost 25% of its 12 years turnover in 2 years of my service.
- **MBA Dissertation – The Impact of Online Collaborations on Competitive Edge**
In my dissertation, I chose Chapman Guitars company as my case study in order to analyse the impact of collaboration via the internet and the trust-based relationship with potential customers.
- **BSc Dissertation – HAP Coating On Co28-Cr6-Mo Alloy**
Inspection of heat treatment applied to the substrate material and measuring the quality of HAP coatings obtained by electrochemical methods.

ADDITIONAL QUALIFICATIONS

- **Languages**
English – C1 Advanced/Fluent
Turkish – Native
- **Instruments & Music Technology**
Have been playing & practising electric and acoustic guitar for more than 15 years in both live and recording environments.
Advanced level of knowledge in a variety of audio interfaces and audio recording scenarios such as micing guitar amps, micing nylon string and acoustic guitars, ukuleles and reamping. These lifelong passions have led me to keep a personal blog on music technology, guitar playing and advanced transcribing.
- **Computer Skills**
Confident in using both Windows & Mac platforms. I have extensive experience in Steinberg's Cubase, Reaper, Logic Pro X, Adobe Premier Pro 6, Final Cut Pro X as well as in Office Programs, 1C & Nebim ERP Software.

INTERNATIONAL TRADE SHOWS

- **Frankfurt MusikMesse – 2017**
Attended MusikMesse 2017 in Frankfurt. Building up relationships with over 60 valued brands and gaining experience in musical instruments industry.