**ERDEM ATAL**

Rumeli Feneri Yolu Sarıyer - Istanbul  
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**EDUCATION**

**Koç University**, College of Administrative Sciences and Economics, Istanbul, Turkey 2014 - Present

**Economics**, Senior (4th year)

**Koç University**, College of Engineering,Istanbul, Turkey

**Industrial Engineering** (Double Major), Junior (3rd year)

Expected graduation in 2014. Received Vehbi Koç Honor Award for 2 semesters

GPA 3.38/4.00 - Expected graduation

**Università Bocconi,** Erasmus Exchange Program, Milan, ItalyFall 2016

**Kadıköy Anadolu High School,** Istanbul2010 - 2014

**EXPERIENCE**

**Frito Lay**, Marketing Department, Istanbul, Turkey2009 - 2012Marketing Communication Responsible

* Identified and developed marketing strategies and plans, based on market trends

and competitor activities.

* Ensured smooth implementation of marketing plans by coordinating marketing

activities and working with advertising agencies and media agencies.

* Worked closely with agencies in identifying market research needs, conducting

market research projects which target existing and new potential markets,

and reporting brand awareness results.

[**General Electric**,](http://www.kariyer.net/is-ilanlari/kraft-gida-san-ve-tic-a-s--is-ilanlari/3611/28494/a=2) Finance Department**,** Istanbul, Turkey Jan - Aug 2012

Long-term Intern

* Supported the business in financial and operational forecasting and prepared presentations

to communicate to management.

* Worked as part of a team in developing, analyzing and presenting business and financial plans.

**ACTIVITIES**

**Koç University Marketing Club, Member,** Istanbul2010 - Present

* Working actively in the organization on a variety of events such as KAMP,

Marketing Challenge and BusinessPort seminar.

* Managed the marketing campaign of KAMP 2011 and achieved a participation

level of 300 students from 33 universities in Turkey.

**TEGV Educational Volunteers Foundation of Turkey, Volunteer, Istanbul 2008 - Present**

* Tutoring and mentoring of underprivileged middle school children to improve

their math skills and general academic performance.

**SKILLS**

**Languages** Fluent inEnglish, working knowledge of French

**Computer** Proficient user of MS Office Programs and Access VBA, Matlab, Siemens UG NX,

Catia, Solid Works, ANYS, Proteus, LabWiev

**INTERESTS**

Licensed Basketball Player (2004 – 2010), Latin Dancer (for 4 years)