



Date of birth
February 2, 1990

Nationality
Cypriot (EU)
Turkish

Email
tuncaltinel@hotmail.com

Phone
0090 532 615 1087

Skills

Product Development
Market Research
Product Marketing
New Business Development
Product Launch
Business Strategy
Pricing
Mathematical Modelling
Competitive Analysis

OBJECTIVE

Take advantages of product management skills & experience and understanding of market needs to become a professional Product & Marketing Manager and bring a lot value to Brand, hence Customers. Becoming a professional in marketing, going to work in dynamic working environment with challenges to develop myself.

WORK EXPERIENCE

SHARP HOME APPLIANCES

Now – June 2017

European Category Manager

Product & Marketing Manager in charge of Washing Machines, Washer Dryers, Tumble Dryers and Dishwashers in European markets:

- ✓ Determining customers' needs Introducing to the markets new products by developing time-integrated plans with sales, advertising, and production.
- ✓ Assessing market competition by comparing the company's product to competitors' products. Following trends or creating new one.
- ✓ Preparing dealer presentations and presenting them to the customers and creating brand awareness.
- ✓ Organizing product manager & sales manager trainings and make them ready for any questions related with not only product but also market situations.
- ✓ Involving fair preparing phase (creating new models & brochures etc.) and helps to show products in best way and convincing the buyers to buy SHARP.

VESTEL TRADE CO.

Jun 2017 – Aug 2015

Product & Marketing Manager

Product manager in charge of Washing Machines and Tumble Dryers in foreign markets.

THE SCIENTIFIC AND TECH. RESEARCH COUNCIL OF TURKEY

Apr 2015 – Nov 2013

Project Assistant

SÖNMEZ METAL Ind & Trade Inc.

Jul 2013 – Mar 2013

Product Managing & Sales Eng. (Part Time)

Indesit Company

Oct 2012 – Aug 2012

Product & Management (Intern)

EDUCATION

2016 – 2015 **Management Trainee**
Boğaziçi University / Trainee Program

2013 – 2008 **Mechanical Engineering**
İstanbul Technical University / B. Sc.

2015 – 2013 **Mechanical Engineering**
İstanbul Technical University / M. Sc.

2012 – 2010 **Foreign Trade**
Anadolu University / A. Sc.

2014 – 2010 **Business Administration**
Anadolu University / B. Sc.