

Merve Okutan

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Professional Profile

An early career professional, with four years of experience in Business and Management. Highly educated, holds a Masters in Management, awarded by The London School of Economics and Political Science (LSE). An entrepreneur and the founder of a fledgling business specialised in providing marketing consultancy and solutions to small and medium-sized businesses (SMEs). Expert in digital marketing, with the ability to devise impactful and integrated campaigns, working across the full mix of traditional and new media, in a range of organisational contexts (B2B & B2C). Highly collaborative, with strong professional communication skills; bilingual, a native Turkish speaker with fluent/advanced English. Possesses strong numerical and analytical skills; highly creative with the ability to deliver innovative solutions to business problems. A talented professional, motivated to bring advanced business and marketing skills to SMEs, helping them maximise their market opportunity and impact.

Objective

Now seeking to expand business through acquiring new clients, projects and campaigns, in the UK, the EU and Turkey.

Career History

Sep 2017 – Present **FOUNDER AND DIRECTOR**, No. 350 Business Consultancy

- Founded No. 350, specialising in innovative marketing solutions for SMEs
- Worked on over 30 projects within the first four years of business
- Made connections with over 20 clients from the UK, Turkey, Germany and Belgium
- Clients from various industries including energy, medical tourism, home décor, and auto parts
- Wide range of responsibilities including customer acquisition, B2B marketing, supplier relations, and website and print media design

Feb 2016 – Mar 2016 **PROJECT CONSULTANT**, Thames and Hudson (*LSE course requirement*)

- Worked in a group of five LSE Open Innovation (OI) students, on the project “Digitalisation of World of Art Series”, with Lucas Dietrich of Thames and Hudson
- Organised and conducted a workshop with a network of solvers to generate ideas and to get and insight to their expectations from such a platform
- Analysed results and prototyped sample digital platforms, and presented findings

Oct 2015 – Feb 2016 **BUSINESS PROJECT CONSULTANT**, Oracle (*LSE Course requirement*)

- Worked in a team of five LSE students, on the project “The Role of Wearable Technology in the Workplace”, with Andy Campbell of Oracle.
 - Conducted market research on the current state of the technology
 - Analysed results using quantitative and qualitative methods, and presented findings
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Education

2014-2016 The London School of Economics and Political Science (LSE), UK
Masters in Management - Merit

- Specialised in Strategy and International Business
- Management, Accounting and Economics modules
- Quantitative and Qualitative Analysis studies
- Marketing and Strategy electives, including Corporate Strategy and Game Theory applications
- Leadership studies
- Dissertation: Analysing the effects of online product reviews: A study on Youtube

2010-2014 Istanbul Technical University (ITU), Turkey
B.Sc. in Textile Engineering – GPA: 3.34/4.00

- Graduated with first place in GPA ranking
- Advanced Mathematics modules including Calculus, Differential Equations and Statistics
- Advanced Physics modules including Engineering Mechanics and Fluid Mechanics
- Textile engineering modules including Fibre and Yarn Technologies, Production Technologies and Technical Textiles
- Film Studies, Gender Studies and Balkan Music electives
- Senior Design Project: Design of a nanoparticle-reinforced nano composite nonporous polymeric filter for textile industry

2006-2010 Hisar Educational Foundation High School, Turkey
Science and Mathematics – 86.02/100

- Scholarship (100% of Tuition)
- Turkish Language and Literature Award

Additional Information

Languages: Turkish (Native), English (Fluent/Advanced), French (B1)

IT Skills: MS Office (Advanced Word, PowerPoint and Excel performance), Microsoft Windows and Mac Operating Systems, Wix Website Design

Interests: Design, Social Media, Cinema, Photography