

Melda Göknel Bilal
Istanbul-TURKEY

Personal Information

Date of Birth : 2nd of October 1971
Marital Status : Married

Education

High School

TED Ankara College - Science
1982 / 1989

Bachelor Degree

Middle East Technical University - Faculty of Architecture
Industrial Design
1989 / 1993 – High Honor

Masters Degree

Academy of Art College – Computer Arts
Interactive Multimedia – Interface Design
1994 / 1997 – Full Scholarship

Professional Experience

INTELTEK –

Technology, Investment and Consulting Company, İSTANBUL
Marketing and New Business Development
Marketing Manager, 1/6/02 – current
To execute the marketing needs of Spor Toto as the contractor company for Spor Toto: Developing new sports prognostic games, games coupon designs, POP material designs, campaign management, CRM and Portal management, organizing PR activities and either designing or supervise in designing the gaming material.

Turkcell Group / MapCo –

Telecommunication and Networking Company, İSTANBUL
strategy and New Business Development
Marketing Executive, 1/2/01 - 1/6/02
Developing the annual content plans and project offerings for the Turkcell Group companies (SOL, Digiturk and TRCELL). Project management, new services development and organizing seminars on the latest trends in

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interactive services for the Turkcell Group companies. Project management on services development and execution of the marketing needs of Mapco.

Digiturk, Digital TV Broadcasting Company , İSTANBUL

Content

Interactive Channels Coordinator, 8/2/99 - 1/2/01

Overall management of the interactive channels on Digiturk broadcast bouquet from project development to vendor agreements. Assisting the technical departments in Digiturk on related business development issues.

Yıldız Teknik Üniversitesi, Higher Education, İSTANBUL

Art and Design, Communication Arts Department

Assistant Professor, 01/10/98 - current

Instructing and educating the students about “interface design” and “interactive product design”.

Free Lance, Consultant, İSTANBUL

Interactive Project Management, 1/1/99 - 8/2/99

Providing interactive solutions that are feasible for the companies or provided platforms. Developing long run interactive strategies on projects. Developing interactive projects into interactive services or products by either supervising in realization of these projects or products or by developing the projects from scratch.

İLTEK, Multimedia and Post-Production Company, İSTANBUL

Film Production

Art Director, 1/9/97 - 1/12/98

Production of movies on customer request using and creating animation, footage, graphics and sound.

Link Multimedya, Multimedia Production Company, İSTANBUL

Multimedia and Film Production

Art Director, 1/9/97 – 1/7/98

All the processes handled for the development of a project, a service or a product. (briefing the customer, project development, presentation of the projects, and development, preparing the budget and the agreements.)

Academy of Art College, Education, SAN FRANCISCO

Computer Arts Department

Teaching Assistant, 1/9/95 – 1/8/97

Instruction of Enhanced Photography classes to professionals and students.

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Freelance, Design, SAN FRANCISCO

Graphic and Multimedia Design, 1/94 – 8/97

Research and product development of project proposals from the customers, product development, design and follow up of production.

ETMK, Organization, ANKARA

General Coordinator, 1/11/93 – 1/4/94

Member management, execute Organization's publications realization and preparing cross word puzzles for the ETMK magazine, budgeting and sponsor management for ETMK organizations.

Field of expertise

Marketing:

PR Activities, Creative Promotion and Communication Activities, CRM and Help Desk Management, R & D, New Product and Brand Creation.

Education:

Instructor, Seminar Organization

General Management:

Project Management, Art Direction, Strategy and New Business Development

Art and Design:

Creative Director, Art Director, Industrial Designer, Multimedia Designer

Interactive Technologies:

Interactive Product and Service Developer, iTV specialist, Interface Designer.

Languages

English - Fluent, German - Basic, Italian- Basic

Computer Competency

HTML, Windows NT, Ms Word, Excel, PowerPoint, Macintosh, Macromedia Flash, Director Photoshop, After Effects, Premiere, Painter, Illustrator

Character Specifications

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Creative, Innovative, Responsible, High Motivation, Fast and Analytical Thinker Solution Oriented, Proactive, Very good verbal and written expression ability.

Hobbies

Sports: Outdoors Sports activities, fitness, MTB and skiing
Arts: Photography, Linoleum Prints, Children's Book Illustration, Design and Piano, Literature.

Professional Activities

Attended Seminars and Fairs:

ETMK, Designer's Odyssey, 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, Interactive Content Trend Setter Seminars

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 - Interactive Content Trend Setter Seminars

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 -Interactive Content Trend Setter Seminars

E-Gaming Seminar and Fair, 2002, Executive Committee Member, Speaker Interactive Gaming Fair and Seminar

PDF Workshops – Total Customer Satisfaction Seminars, 2002

Marka 2002, 2003

IBC Seminars Interactive Gambling and Entertainment

Solution Seminars – Sales and Marketing Techniques

Solution Seminars – Consultation Techniques

Solution Seminars – Direct Marketing Techniques

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Publications:

Digiturk magazine Interactive TV specified articles:

June 2000, July 2000, Augusts 2000, Novem 2000, Dec, 2000

Referances

1996 – 1997

Zeles, Cosmetic Firm, SanFrancisco; Corporate Identity Design
The Greenery, Nursery, SanFrancisco; Corporate Identity Design
Istanbul Grill, Restaurant, Berkeley; Corporate Identity Design
Visual Imaging, Digital Print House, SanFrancisco; Web Site Design

1997 – 1998

IGS, Apparel Company, İstanbul; Fashion Show Back Drop Movie for the New Collection
Talya Otel, Hotel, Antalya; Hotel Promotional Movie
Osmanlı Bankası, Bank, İstanbul; Incentive Movie Animation
Özdoğan Ailesi, VIP Family, İstanbul; Special Movie for the 50th Wedding Anniversary
Polidynamik, Talk Show on Politics, NumberOne TV; Credits Screen Title Design
Güç Birliği Holding ve Ertem Ertunga; Architecture Company; CD-ROM Design
Unilever, Chemical Products, İstanbul; HR Site Design
İstanbul City Guide; Interactive City Guide Design
Ne Var Ne Yok; Interactive City Guide Design
Dolunay Teknik, Medical Company, İstanbul; Web Site Design
Osmanlı Bankası, Bank, İstanbul; Corporate Web site design
AGF- Garanti Sigorta; Insurance Company, İstanbul; Site design and character creation
Engin Özendes, Writer; Web Site Design
Virtual Gallery; Interactive Art Gallery; Photographers Gallery Design

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1998 – 1999

Yapı ve Kredi Bankası, Bank, İstanbul; Incentive Movie
Yapı ve Kredi Bankası, Bank, İstanbul; Incentive Animation Movie
Arçelik, Industrial, İstanbul; Incentive Movie
Ceylan Çocuk Giyim, Textile, İstanbul; Corporate and B2B site design
Çamsan, Timber Products, Ordu; Corporate site design
Efes Pilsen, Beverage, İstanbul; Internet site analysis reports
Performance, Consulting, İstanbul; Greeting Card, Brochure and Calendar Design
Bütün Dünya, Magazine, İstanbul; Headings and vignettes design
Bebeköy, Construction, İstanbul; Illustration
İTO, Organization, İstanbul; Interactive Project Development

1999 – 2001

Digiturk, Digital Video Broadcasting Company, İstanbul; Creation of Interactive Channels

Channel 500 Digiturk Promotional
Channel 510 Home Banking YKB
Channel 515 Home Banking PB
Channel 540 News
Channel 545 Weather
Channel 562 Game
Channel 571 Game
Channel 572 Game
Channel 573 Game