

# Ayşegül Özbayır

Rauf Paşa Hanı Sokak  
Atakonaklar D Blok Daire 4  
Acıbadem / Üsküdar 34660  
Istanbul, Turkey

aysegulozbayir@gmail.com  
+90 546 556 99 28

## Education

---

- 2017 - 2018** **CEMS - The Global Alliance in Management Education, Master's in International Management**  
Koç University Graduate School of Business, Istanbul, Turkey  
ESADE Business & Law School, Barcelona, Spain
- 2013 - 2017** **Koç University, Istanbul, Turkey**  
Faculty of Engineering, Department of **Industrial Engineering**  
Minor - Business Administration  
Track - Service Operations  
2.99/4 GPA
- 2008 - 2013** **VKV Koç High School, Istanbul, Turkey**  
Science track, 84/100
- 2006 - 2012** **Istanbul University State Conservatory, Istanbul, Turkey**  
Main Art Branch: Piano (Part-time), Solfege, Harmonics & Composition

## Experience

---

- September 2018 – March 2019** **Daimler AG, Internship, Stuttgart, Germany**  
Trucks – Sales & Marketing, Brand & Communication Management
  - Supported order flow control of communication material
  - Assisted in preparation of the communication plans of markets worldwide
  - Took part in global marketing budget controlling and monitoring process
- November 2016 - July 2017** **Bosch-Siemens Home Appliances, Project Internship, Istanbul, Turkey**  
Small Domestic Appliances – Marketing, Product Management
  - Was responsible for planning and market launch of the new product “AutoCook Pro”
  - Worked on segmentation, targeting and positioning of AutoCook Pro based on market research
  - Assisted in development of pricing, distribution and promotion strategies
- July - August 2016** **Mercedes-Benz Türk, Internship, Istanbul, Turkey**  
Customer Services & Parts – Spare Parts
  - Took part in improvement of warehouse operations and processes
  - Assisted in application of lean management techniques to optimize order flow
  - Participated in location management
- June - July 2015** **Bosch-Siemens Home Appliances, Internship, Istanbul, Turkey**  
Small Domestic Appliances, Marketing– Product Management
  - Worked on optimization of product portfolio of small domestic appliances - Profilo brand
  - Benchmarked and repositioned Profilo products based on company and brand strategies

## Voluntary Work

---

- July - October 2016** **AIESEC Istanbul, Turkey**  
Outgoing Global Community Development Program, Team Member
  - Addressed exchange participants to find “Global Citizen” social responsibility projects that fit their interests, skills and available time period
  - Worked in collaboration with the local committee of the county in which AIESEC Istanbul's EP participates a project in, in order to make sure he/she is getting an experience that develops his/her leadership skills according to AIESEC's Leadership Development Model
- April - July 2016** **AIESEC Istanbul**  
Marketing, Team Member
  - Found new channels to attract students to AIESEC programs
  - Developed partnerships with NGOs and other non-profit organizations
  - Helped in Customer Relationship Management (CRM)
  - Conducted customer experience activities to track the leadership skills and their developments of exchange participants of AIESEC programs

---

## Projects

<b>February - June 2018</b>	Operational Simplicity Project at <b>L'Oréal Turkey</b> CEMS & KOÇ MIM, Business Project at Koç University, Istanbul, Turkey
<b>February - June 2017</b>	Consolidation of Inventory Counting Process at <b>Arçelik</b> Industrial Engineering, Graduation Project at Koç University, Istanbul, Turkey
<b>February - May 2016</b>	Simulation of Order Flow in Koluman After Sales of <b>Mercedes-Benz Türk</b> Industrial Engineering, Modelling and Simulation Course Project at Koç University, Istanbul, Turkey

---

## Activities

<b>February 2017 - June 2018</b>	<b>CEMS Club Istanbul Board Member</b> , Istanbul, Turkey Head of Social Events & Social Responsibility
<b>September 2013 - May 2016</b>	<b>Koç University Radio Club</b> , Istanbul, Turkey <ul style="list-style-type: none"><li>Broadcasted weekly on KU Radyo as “Balans”</li><li>Was responsible for archive development</li></ul>

---

## Skills

**Computer :** Microsoft Office (Proficient user), MATLAB, ARENA Simulation Software, SQL  
**Languages :** Turkish (Native), English (Fluent), German (Intermediate), Spanish (Beginner)

---

## Interests

- Playing the piano
- Electronic music mixing and production
- Hip-hop and r&b dancing
- Fitness and running
- Practicing yoga