



# Berhan SOYLU

MSc. Computer Engineer

Besiktas - ISTANBUL (TR)  
M 90 555 623 12 99  
@ berhan@gmail.com  
in [tr.linkedin.com/in/berhansoylu](https://tr.linkedin.com/in/berhansoylu)

## Profile

- › Date of birth: 26/09/1983 in Germany/Bonn, Gender: Male, Nationality: Turkish
- › Have no Obstacle to Travel, no military obligation
- › Driving License: A2-B(2001), Marital Status: Married

## Experience

### Marketing Consultant and Tech Manager, Altin Elbiseli Adam; Istanbul - 06/2013 - Present

As Marketing consultant and so on in 02/2016 as manager at Altin Elbiseli Adam company, which is the number one motorcycle YouTube channel (See [youtube.com/altinelbiseliadam](https://youtube.com/altinelbiseliadam)) in Turkey, I have created collaboration projects (events, digital assets, ATL/BTL projects) with global and local brands such as Sony Eurasia, Yamaha Motor Company Turkey, Honda Turkey, MotoBike Expo&Messe Frankfurt.

As Tech Manager, building a community and user interaction process via web page, social/mobile apps in very different target groups. Overseeing content creation process for the video experience quality. Altin Elbiseli Adam YouTube channel has over 150k subscribers and also it has partnership with YouTube with MCN privileges. (Please contact: Please Request)

### Lead Engineer & Arcitect, Bundle App; Istanbul — 12/2013 — 02/2016

Bundle delivers global and local news to its users in sports, economy or any other category they want from the most trusted 4000+ sources continuously. Has a seamless stream of content such as hot topics, articles, photo galleries on your mobile devices. Includes multitasking and extremely complicated structure that can handle a push notification which sent to 100k users only with 2 instances. Bundle servers are located at Amazon WS. (See [bundlenews.co](https://bundlenews.co))

### UI Engineer & UX, Gezitesisi.com/93z1; Istanbul — 07/2013 - 11/2013

Developing user interface part of the e-commerce site and taking care of success of the user experience via A/B tests, user tests for conversion rate as a goal.

### Software PM & Architect, MediaSona; Istanbul — 07/2012 - 07/2013

Managing and developing web applications such as Facebook Apps/Games, Microsites and web sites to PayPal, DYO, Tatil.com, etc...

### Web Developer, Mobilera; Istanbul — 02/2012 - 06/2012

Developing web applications such as corporate web sites/portals and Facebook canvas applications to Ulker, Unilever, etc...

## **Experience Cont'd**

### **Server-Side Developer & IT Manager, C-Section; Istanbul — 11/2009 - 02/2012**

Developing server-side and client-side codes of the web sites with ASP.Net. Usage of MsSQL. Knowledge of Savvis Datacenter procedures via The Coca-Cola Company websites. Some Facebook applications and worked brands for Vodafone, Efes Pilsen, Arcelik companies web sites.

### **Software Engineer, BT Products; Izmir — 10/2008-11/2009**

R&D of an Hematology Analyzer (Made in first in Turkey), and developing it's Software and IT Manager

### **Software Engineer, Petkim Petrochemical Inc.; Izmir — 09/2006-09/2008**

First contact to understanding and analyzing needs for internal projects and making of a Corporate Portal(IBM Websphere Portal). Business Intelligence and Reporting (Oracle Hyperion), Corporate Data Warehouse

### **Freelancer, Tetrapak; Izmir — 03/2007-04/2007**

Conversion of Tetrapak Daily Management System rich client application to web application

## **References**

Available upon request.

## **Education**

T.C. Dokuz Eylul University, 2006-2009, MSc Computer Engineer; Thesis Title: Course Management System Using Moodle in Distance Learning

T.C. Dokuz Eylul University, 2001-2006, BSc Computer Engineer; Thesis Title: GUIDE(A Graphical User Interface Methodology)

## Skills

- Programming Languages and Environments
  - Object Oriented Languages: C#, Java 1.4, 5.0
  - Web Developing: ASP.NET, MVC, Jsp
- Business Intelligence / Reporting: Oracle Hyperion
- Other PL: C/C++, Assembler(NASM,MASM), VHDL
- Enterprise: IBM Websphere Portal, IBM Wps Portal Document Manager, IBM Wps Portal Web Content M.
- Developing Environments: Microsoft Visual Studio, IBM Rational Application Dev.
- DBMS: MS SQL Server, MySQL(Basic), DB2(Basic)

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- Digital Strategy Development and Integration  
(Selected accomplishment: Yamaha Motor Company Turkey 2015-2016 Digital Strategy)
- Product Positioning and Branding  
(Selected accomplishment: Evans Waterless Coolants Turkey Branding Activities)
- Planning and Producing ATL/BTL Activities  
(Selected accomplishments: McDonald's Drive Safe Booklet and Video Project)
- Online Reputation Management  
(Selected: Altın Elbiseli Adam Brand)
- PR Management  
(Selected: Altın Elbiseli Adam Brand)
- Media Management
  - Digital Asset Management (Web Sites/Facebook App/Mobile App etc.)  
(Selected: Altın Elbiseli Adam Web Site, Bundle App)
  - Digital and Print Content Development  
(Selected: AEA content production)
  - Social Media/Communication Management(Facebook, Twitter, Instagram, YouTube)
  - Producing Creative Presentation Videos and Slides
- Event Planning  
(Selected Accomplishment: Honda Africa Twin Owner's Off-Road Training)

## Language

- Mother Tongue: *Turkish*
- Other Language: *English*
  - Understanding; Listening: Proficient, Reading: Proficient
  - Speaking; Spoken Interaction: Independent, Spoken Production: Independent
  - Writing; Independent
- Other Language: *German*
  - Understanding; Listening: Basic, Reading: Basic
  - Speaking; Spoken Interaction: Basic, Spoken Production: Basic
  - Writing; Basic

## **Organizational Skills**

- I have worked as head of Computer Society in University;
- I have worked as an agent of Turkiye Bilisim Dernegi and Chambers of Electrical Engineers in university;
- I have been working as communication team member of Piri Reis Naval Assoc.(www.prdd.org);
- I have been working for and a charter member of Chambers of Computer Engineer Committee (www.bimo.org.tr).
- I have been a member of Istanbul Pipe Smokers Association and Pipe Club of Turkey

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## **Other Activities / Properties**

Sailing, pipe smoking, music(playing bass guitar), digital photography, tech savvy, motorcycle enthusiast, audiophile

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