



## Fatih Üstün

I'm an **Information Technology (IT) Specialist** who believes in **marketing's power**. I'm experienced in **project management, process analysis, entrepreneurship and digital marketing**. And also I'm wondering about all of futuristic and innovative solutions.

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Birth Date:  
27.08.1983

Military Service:  
Exempt

Driving Licence:  
B & A2

Smoking:  
Non-smoker

"Sometimes, the right decision is the hardest."

										Ipek's Father					
Assoc. Foreign Trade					M.A. Entrepreneurship										
EFL	B.Sc. Information Technologies					M.Sc. IT									
Dormitory Assistant					IT Coordinator					Start-up		Biz. Dev.			
President of S.C.					Vice President of ISUMED					President of ISUMED					
Freelance WordPress Developer and Start-ups															
2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017		

### Work Experience:

- **Fab Lab & Business Dev. Coordinator, Işık University (Currently)**
  - I'm responsible to manage all IşıkFab (Fab Lab) activities and pre-incubation center of Işık University.
- **Entrepreneur, Apartment06 (2014 – 2016)**
  - Founder of Apartment06 Real Room Escape Games which is 2nd biggest escape game network in Turkey. I'm responsible for growth strategy and dealerships.
- **IT Coordinator, Ak-taş Dış Ticaret A.Ş. (2011-2014)**
  - I was responsible to manage all IT operations' continuity and improvement, budget, outsource services relations and ISO 27001 ISMS, Microsoft Dynamics NAV ERP Implementation.
- **Web Coordinator, Işık University (2010)**
  - I was responsible for editing FMV Işık University's web site content, managing social media accounts, and consulting commissions which were associated with students.
- **WordPress Web Developer, Freelance (2005 – Currently)**
  - I create very different kinds of websites using WordPress.
- **Internship, Turkish Airlines, Do&Co (2008)**
  - I was responsible to support basic IT operations.

### Education:

Master's Degrees:

- **Information Technologies, Işık University, 2013** (With Thesis, %100 English, Full Scholarship)
- **Entrepreneurship, Özyeğin University, 2014** (Non-Thesis, %100 English, Full Scholarship)

Undergraduate Degree:

- **Information Technologies, Işık University, 2010** (%100 English, Full Scholarship)

Associate's Degree:

- **Foreign Trade, Anadolu University, 2009** (Open Education Faculty)

Certificate Programs:

- **New Media, Kadir Has University (26 Hours)**
- **Social Media Academy, Kadir Has University (72 Hours)**
- **Applied Entrepreneurship Certificate, KOSGEB (52 Hours)**

### Leadership and Social Responsibility:

- Chairman of Işık University Alumni Association (2016 - Currently)
- Chairman of Işık University Student Council (2006-2008)
- Chairman of Işık University IT&MIS Student Society (2009-2010)
- Chairman of Işık University Spring Festival Committee (2007-2010)
- Dormitory Assistant (2006-2010)
- AKUT, "Doğudan Batıya Işıklıyız" Social Responsibility Project
- Kızılay, "Hedef 25" Social Responsibility Project

### Publications & Projects:

- "The Effects of Social Media and Gamification on Prospective Students' University Choice Perception", M.Sc. Thesis
- "Exploring Underpinnings of Twitter Usage", Academic Publication
- "How do social media used for communication with customers?"
- "How universities use OSN for peer-to-peer communication with prospective students?"

### Tools:

Google Tools (Analytics, AdSense, AdWords, WMT), SPSS, Prezi, MailChimp, Facebook Ads, Instagram Ads, Yoast SEO, WordPress, OpenCart