

Resume

Aril Cansel arilcansel@gmail.com



▣ Academic Work Experience

08. 2018 – current Management Development Institute of Singapore (MDIS)
Assoc. Prof. of Marketing
Lecturer, researcher
Courses lectured: Strategic marketing, Marketing Management & Metrics, HR, Principles of Management and Organization, Business and Entrepreneurship, IMC, Digital Marketing
11. 2011 – 2018 Gazi University
Assoc. Prof. of Marketing
Curriculum development, internal training, project management. Courses lectured: Principles of Marketing, Managerial economics, Marketing management, Media planning, Public relations,
03. 2008 –09. 2011 Cyprus International University
Asst. Prof., Chair, Public Relations & Advertising
Department Lecturing and coordinating the departmental activities as well as pursuing publishing and research projects in the field of marketing and marketing communications. Courses lectured: Consumer Behaviour, Case studies in marketing communications, Integrated Marketing Communications, Senior Projects in Advertising and PR, Campaign design in PR and Advertising, Strategic Communications
- 01.2004 – 05.2006 Eastern Mediterranean University
Asst. Prof., Chair, Public Relations & Advertising
Established a PR & Advertising department for the faculty. Also performed academic duties including lecturing, mentoring and giving exams as well as handling special projects for the faculty such as establishing a synchronized distant education system and establishing an interactive MA program with the private sector organizations. Also handled administrative duties including: Curriculum development, staffing, internal training, coordinating and organizing the department members' efforts. Courses lectured: Strategic Creativity, Communication Design, Integrated Marketing Communications, Senior Project in Advertising and PR, Campaign design in PR and Advertising, Management, Marketing
06. 1999 – 06. 2000 Yeditepe University

Part-time Instructor
Instructed Marketing Management and Product Management courses to field professionals and graduate students. Duties include: Generating a stimulating classroom environment for case discussions, analysing real life business examples, leading student projects, preparing and marking exams.
Courses lectured: Marketing Management, Product Management

03. 1986– 09. 1989

Gazi University
Professor's Assistant
Worked closely with Professor Tamer Arpacı in academic duties and in entrepreneurial activities such as management consulting and marketing communication projects.

■ Management Experience

08. 2014 – 05. 2017

Gazi University, Ankara
Assoc. Dean, School of Land and Real Estate Management

09. 1988 – 07. 2013

Landbridge Consulting and Foreign Exchange, Palo Alto
Owner

02.2006 - 03.2008

MIS Corp., Istanbul
CEO

02.2002 – 01.2004

Mentortech Information Technologies, Singapore
CEO

02.2001 – 02.2002

Transorient Logistics, Istanbul
CMO

08.1999 – 01.2001

Bersay Strategic Communication, Istanbul
CMO

09.1995 – 06.1999

Prudential Controlled Environment, Fremont
Marketing Manager

10.1990 – 08.1993

Tandy Corp., Foster City
Store Manager

Education

1988 – 1994

Ph. D. in Marketing, SFSU

1985 – 1986

MBA, Ankara University

1980 – 1984

B.A. in Economics, Gazi University

■ Consulting Experience

Strategic Plan Training, Development and Consultancy, Turkey
Worked with 8 National Development Agencies and 37 Public Organizations

Process Management Training, Development and Consultancy, Turkey
Worked with 8 Public Organizations

Marketing and Sales Force Development Expert
Arda Machinery, Ankara

Business Development Leader
Cinar Group, Izmir
E-Learning Project Leader
Egitimsart Distant Education

Business Development Expert
Bizkimiz Education Services

Corporate Communication Strategy Developer
Tuzla Municipality

Set Machinery
Marketing and Sales Development Expert

Sales Force Development Expert
ETI Ltd.

Fund Raising Project Coordinator
Stanford University

Marketing Advisor
Netbul Search Engine

San Jose Focus Marketing Research Services
Focus Group Coordinator

■ Staff Training Programs

Corporate Communications and Corporate use of Social Media
Is Bank

Afyon Chamber of Commerce
BioSalt Ltd.

Central Bank of Turkey
Atılım Software

Central Bank of Nigeria
Turkish Ministry of Health

Turkish Ministry of Finance
Turkish Ministry of Technology

Internal Communication and Reporting
Aselsan

Public Relations
State Airports Administration
Dogus University

Supply chain management training
Eti Mining Co.

Situational leadership training
Bilkent Inc.

Corporate culture and interpersonal communication training
Antalya Chamber of Commerce

Marketing and Customer Orientation
Sutak Co.
CT Airlines

■ Skills

Corporate

Full computer literacy
Leadership and managerial skills

Sports

Professional coaching (Rowing and Tae Kwon Do)
Decorated international athlete

■ Seminars, Conferences, Publications

How can Academia and Business Education Contribute to Market Development ; A Proposal for Uzbekistan's Strategic Approach, May 2019
Paper submitted in the International Congress on Marketing

Quality vs. Quantity; Edirne's Tourism Marketing , July 2017

Paper submitted in the International Congress on Tourism Marketing

Measuring the Effectiveness of Performance Based Budgeting, June 2016

Article Published in Academic Social Sciences Journal

Public Relations and Social Media – Bulgaria, September 2016

Paper submitted in the International Congress on Business and Economics

Measuring the Effectiveness of Strategic Planning and Budgeting at Turkish Ministry of Health, Istanbul, December 2015

Paper submitted in the International Congress on Economy Administration and Market Surveys

East and West of Capitalism and Marketing – Turkey, 2013

Book published in Turkish

Book of Success in Job Interviews – Turkey, 2012

Book published in Turkish

IMC Practices in Turkish Pension Funds Market – Ankara 2011

Article published in Economy, Business, Finance (SSCI), January 2011

Sustainable or Bust: Re-thinking of Marketing – London 2010

Article published in Business Network Magazine, February 2010

Strategic Communications: You Will Think and Act the Way I want – London 2010

Article published in Business Network Magazine, April 2010

Issues Management: Why Is It harder to Practice Elsewhere? – Cyprus 2009

Conference Paper submitted in International PR Conference, Nicosia, April 2009

Sex Tourism in Northern Cyprus; Investigating the Current Situation – NY, March 2009

Article Published in Tourism International Bi-monthly (SSCI)

TRNC Education Tourism, Towards Turbulent Waters – Turkey, 2008

Conference Paper submitted in International Tourism Marketing Conference, Antalya, 15 April 2008

Tourism Marketing in TRNC – Hong Kong, August 2006

A paper submitted in the “Fifth Asia Pacific Forum for Tourism, Bangkok, 20-22 September 2006.”.

Corporate and Marketing Public Relations – TRNC, April 2006

2-hour conference at the Cyprus International University main auditorium

Internet Marketing and PR – Moscow, September 2000

A 3-hour seminar for the account executives and managers of Russian PR agencies

International Brand Management – Moscow, September 2000

A 3-hour seminar for the account executives and managers of Russian PR agencies

Interactive Distant Learning – a model proposal for the Turkish communication faculties, Ankara, May 2000

A paper submitted in the “National Communication Symposium”.

Development of Marketing in Turkey – Stanford, October 1995

Open seminar