
MERT KARAKUZU



Areas of Expertise

Business Development
Marketing Campaigns
Direct Marketing
Sales
B2B Marketing

Personal Skills

Entrepreneurial
Hands-on
Pro-active
Resourceful

Personal Details

Mert Karakuzu
Via Parigi, 15
87036 Rende
Cosenza, Italy

+393494398593
+905313007009

DOB: 15/09/1990
Driving Licence: Yes
Nationality: Turkish

mertkarakuzu@gmail.com

Personal Summary

A highly motivated, confident business development manager with exceptional multi-tasking and organisational skills. Having extensive experience of identifying the needs of corporate customers and of running and delivering sales and marketing campaigns for key clients.

Looking for new and challenging managerial or consultancy positions, one which will make best use of my existing skills and experience and also further my personal and professional development.

Experience

Freelance Business Developer

Mert Karakuzu, Rende (CS)

December 2017 – Present

Sector: Various (Textile, Metal and Mechanics etc.)

- Identifying and implementing business development strategies for companies to enter new markets in Europe and Middle East

Export Manager Assistant

Gruppo Profilati S.p.A, Medicina (BO)

May 2017 – February 2018

Sector: Construction, Aluminium Extrusion

- Working closely with the Export Manager to prospect, pitch & close new business

- Organising meetings and business travels

Business Development Agent

MB Crusher S.p.A, Fare Vicentino (VI)

Marzo 2017 – Maggio 2018

Sector: Construction, Machinery

- Identifying, researching and targeting new business prospects

- Delivering ongoing market analysis and assessment of competitors

Business Development Agent
Dall’Era Valerio S.r.l., Sabbio Chiese (BS)
December 2015 – May 2018
Sector: Metalworking, HVAC

- Submitting detailed proposals and quotations to customers
- Identifying, contacting and qualifying leads via mail or telephone in European markets such as Spain, France, Turkey

Business Development Agent
Metalprint S.r.l., Calcinato (BS)
December 2015 – May 2018
Settore: Metalworking, Automotive

- Gaining a strong knowledge and understanding of a clients’ brand and products
- Retain accounts through the development of strong relationships with key decision makers

Education

Università della Calabria, Cosenza, Italy – Master of Business Administration, 2013-2016

Ankara Üniversitesi, Ankara, Turkey – Bachelor of Arts in International Relations, 2008-2013

Languages

	Speaking	Writing	Reading
English	Fluent	Fluent	Fluent
Italian	Fluent	Fluent	Fluent
Spanish	Basic	Basic	Basic
Turkish	Native	Native	Native

Key Skills and Competencies

Strong presentation and negotiation skills.

Contacting and communicating with high end decision makers.

Ability to follow up with clients in a timely professional manner.

Good knowledge of Customer-relationship Management database systems.

A successful track record in new business development within a wide range of sectors.

Ability to work long hours, often under pressure.

Social Media savvy.
