

Irem Benli (416) 854 3579 · 1099 Deer Run, Mississauga · irem.canada@gmail.com

Creative and dynamic professional with solid background in ecommerce and business analytics through sales and marketing perspective. Contributive team member with a focus on design details, leveraging knowledge and education in Art and Architecture as well as continuous research and analysis on changing market trends. Passionate about succeeding and exceeding goals, seeking for opportunities to leverage market analysis and creative sales experience in a collaborative corporate environment.

EDUCATION

University of Toronto (June 2018)
Honours Bachelor of Arts in Architecture- with Distinction (CGPA: 3.26 / 4.0)

Double major in Architectural Design and Architectural History, Theory and Criticism at the John H. Daniel's Faculty of Architecture Landscape and Design

RELEVANT EXPERIENCE

Background Performer- (January 2020 - Ongoing)

- . Worked as a background performer under various agencies such as Show Catcher Talent, J Talent and Bon.Ker Casting and took part in commercials, TV series and feature films.
- . Acted in background roles such as office worker, student, wedding guest, concert attendee and political protestor.

Siemens Canada Limited-Oakville Head Office (June 2019 - December 2019) *Sales and Marketing Specialist*

- . Worked as Sales and Marketing Specialist, supporting business development for Siemens Control Products, in electrical and electronic manufacturing industry.
- . Developed new customer data list for Control Products and made dormant accounts analysis to support sales team approach to these customers in a different and more efficient way.
- . Prepared weekly sales reports and provided sales analysis on large volume of data to the management team.
- . Designed flyers for new products, using Image Manipulation Program "GIMP" and gave support to field sales representatives, providing product flyers for their urgent needs in selling new products.
- . Contributed to the team's success in building effective sales and marketing strategies, continuously researching national reports and business news for industry trends and customer purchase plans and providing periodic briefings and presentation charts to Business Development Manager.
- . Working closely with the sales team, prepared sales forecast sheets for the management
- . Provided monthly and year end data analysis reports in detail, for different sales statistics per sales rep, per product, per sales channel and per geography in Canada.

Unrestricted

eBay and Depop Marketplace (September 2017-Ongoing)

Shop Owner of "90s Time Turner", selling unique, one of a kind vintage, rare to find items with high market demand.

- . Achieved to make over 500 sales transactions in 3 years time, having made the very first sale within the first 24 hours of initial business set-up.
- . Created a personal e-business from scratch, initially selling pre-owned university textbooks and clothing items, deployed effective sales tools and techniques to achieve and exceed a challenging goal of over \$10K sales revenue in 2019.
- . Achieved an outstanding 50% business increase in 2020, exceeding \$15K sales revenue.
- . Through intelligent market analysis and research on recent consumer trends, increased sales revenue by 100% at the end of first four months period. Year on Year sales revenue increase was 60% for the first year, 26% in second year, and 50% in third year.

VOLUNTEER and EXTRA CURRICULAR EXPERIENCE

Siemens Canada Limited-Oakville Head Office (April 2012)

Computer Set-up Assistant

- . Actively worked as a volunteer at "Siemens Personal computer donation workshop". Computers donated to HARRRP (A non-profit organization which helps Hamilton residents living in poverty).
- . Assisted in P.C refurbishment, installing operating systems, testing and making computers ready for quality assurance check
- . Efficiently worked with a company team for each task, within a time limit to ensure rapid progress

University of Toronto-St. George Campus (September 2015)

Orientation Leader

- . Team Leader of first year students for Orientation Week Activities
- . Selected to be a part of University College's orientation week, as one of the leaders for Wallace house at University of Toronto
- . Led campus tours
- . Provided guidance to new entrants to university
- . Actively participated in scheduling of upcoming weekly activities while ensuring safety and full participation from the class.

Turkish Society of Canada-Nathan Philips Square, Toronto City Hall (April 2014)

Community Event Leader

- . Took part in "International Children's Day" organization on April 23rd, 2014
- . Worked in face painting booths for children, with hand painted designs
- . Worked on promoting Turkish culture, multiculturalism and communicated the importance of children's day for various attendees.

CERTIFICATIONS and SKILLS

- . Regional Art Program, Visual Arts Diploma
- . Microsoft Office Suite: Word, Excel, PowerPoint
- . Adobe Creative Suite: Adobe Photoshop, Adobe Illustrator
- . SAP
- . CAD Design Tools: Rhinoceros, Google SketchUp
- . Data Analysis Tools: Qlik Sense, PHILOS
- . Image Tools: GIMP
- . CRM Tools: ASPEC
- . Communication Tools: CIRCUIT

Unrestricted