

Ismail Gunacar

COO and Director of Marketing

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Summary

I graduated in 2015 to become the youngest BS graduate of UC History, at age 17. Throughout college I started a few online businesses, ranging from e-commerce, to ad-revenue generating blogs, to freelance web design. After graduation, I took over my father's dental office and grew it significantly. I decided to feed this spark of interest in business by applying for the MBA program at Lindner College of Business. I plan to go to medical school in the future and start my own network of dental and medical polyclinics/hospitals with multiple locations.

Experience

COO and Marketing Director

January 2014 - Present

Completely reinvented family business that had plateaued.

- Contributed significantly to growth of organization through digital media, marketing, human resources, and operational improvements
- Grew average monthly revenue by 54% while reducing weekly working hours from 72 to 53
- Optimized Google AdWords to target specific consumers: patients per day nearly doubled, treatment plan acceptance rate increased to 87%, and revenue per patient increased by 19%
- Increased organic search engine rank in three major search engines
- Opened a second location in Montgomery and coordinated proper transfer of patients and records and grew overall staff from 7 to 18
- Set up medical, dental, vision, and 401k benefits package to attract talented team members
- Increased employee efficiency via structured checklists and step-by-step guidelines for common tasks

Owner, Web Designer

December 2012 - Present

- Apply self-taught knowledge of various coding languages and search engine optimization to create niche blogs/news sites, gain high daily unique visits, monetize with Google AdSense, and sell for profit
- Provide freelance services in logo development, full website creation, visual marketing, and digital design to other local businesses

Student Researcher (Biochemistry & Microbiology) at University of Cincinnati

September 2014 - January 2016 (1 year 5 months)

- Learned a variety of laboratory techniques and methods such as bacterial culturing, mass spectrometry, cell lysing, chromatography, gel electrophoresis, and further data analysis
- Completed Capstone about methods to increase tRNA yields from lysing of prokaryotic cells and eukaryotic cells

Math Tutor at University of Cincinnati

September 2013 - April 2014 (8 months)

Education

University of Cincinnati College of Business

Master of Business Administration (M.B.A.), Leadership and Management, 2016 - 2017

University of Cincinnati

Bachelor of Science (B.S.), Biochemistry, 2010 - 2015

Activities and Societies: University Honors Program, Spanish Club, McMicken Student Ambassadors, UC Robotics

Honors and Awards

Golden Turk Award, Cincinnatus Scholar