



# Alper AYDIN

*Sales and Performance Manager  
Database Application Developer*

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## *Professional Profile*

A dedicated profesional with **13 years of experience in performance management and database application development** in branch, region and headquarter departments in **banking sector**.

Specializes in analyzing and re-designing data-intensive processes, identifying the requirements and developing applications including database and user interface design with the help of business experience in several levels in operations and marketing divisions, and the technical background in information technologies and software development.

Now seeking to contribute my business experience, technical skills and expertise to develop state of the art performance management solutions.

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## *Work Experience*

### **SME Sales Management Manager**

*Akbank T.A.S., Headquarter, Istanbul*

01.10.2012 - present (4 years ,4 months )

- Performance monitoring of ~1500 SME Customer Managers , ~800 branches, 22 regions
- Performance monitoring of ~300 key performance indicators
- Developing web, desktop and database applications for performance management
- Developing SQL queries on Sql Server, Oracle and DB2 databases for analyzing sales and customer data.
- Supplying and analyzing data for sales teams
- Developing business intelligence reports and ETL jobs
- Developing database driven automatic mailing applications
- Automating re-pricing process
- Analyzing sales reports and creating lists for increasing cross sales
- Preparing annual targets of the branches and regions

### **Operations Management Manager**

*Akbank T.A.S., Akdeniz & Guney Ege Regions, Antalya-Denizli*

01.05.2008 - 30.09.2012 (4 years 5 months)

- Coaching ~500 operations employees in Akdeniz and Guney Ege regions for operational and sales performance
- Performance monitoring of ~3500 operations employees , ~900 branches, 23 regions
- Performance monitoring of ~100 key performance indicators
- Developing performance management and information system of the Operations Management Department
- Analyzing operational processes of branches for improving operational performance and reducing costs

## Staff and Administrative Affairs

*Akbank T.A.S., Akdeniz Region, Antalya*

01.05.2005 - 30.04.2008 (4 years)

- Determining staff requirements of branches and executing recruitment process with the Human Resources Dept.
- Planning and organizing education programs of the employees
- Developing region based information management system for automating the department processes
- Preparing the annual region budget and tracking the executive expenses of the region
- Distributing the region targets on given KPIs to the branches.

## Teller

*Akbank T.A.S., Akdeniz BulvarI Branch, Antalya*

27.04.2004 - 30.04.2005 (1 year)

- Customer account transactions
- Credits department

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## Education

### MS in Informatics

Sep.2010 - Jul.2012

*Middle East Technical University, Ankara*

- Computer Networking For IS
- Decision Support Systems
- Database Concepts and Applications
- Data Mining
- Software Engineering
- Information Systems
- IT Governance
- Multimedia Information Systems
- Predictive Analysis, Graduate Project
- Multi-channel TCP/IP Transfer, Term Project
- E-Commerce, Term Project
- E-Mail Automation Application, Term Project

### BS in Tourism Management

Sep.1996 - Jul.2002

*Akdeniz University, Antalya*

- Investment Project Analysis 1-2
- Introduction to Accounting
- Financial Accounting
- Tourism Accounting
- Introduction to Business
- Tourism Business Management
- Hotel Management
- Marketing Management
- Introduction to Law
- Business Policy and Strategic Management
- International Business
- Tourism and Hospitality Management
- Tax Accounting
- German
- French

### High School

Sep.1989 - Jul.1996

*SlrrI Ylrcall Anadolu Lisesi, Ballkesir*

- TUBITAK (The Scientific And Technological Research Council Of Turkey)  
National Science Olympiads, Physics Team  
Member, 1994

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## Qualifications

OSYM - ALES (academic personnel and postgraduate education entrance exam)	<i>84 / 100</i>	May.2010
TSPAKB - Capital Market Activities Basic Level		May.2010
ETS - TOEFL (Test Of English as a Foreign Language)	<i>IBT 87/120</i>	May.2010
ETS - TOEFL (Test Of English as a Foreign Language)	<i>CBT 225/330</i>	Apr.2005

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## Technical Skills

### Software Development

<i>Microsoft.Net, C#</i>	8 years
<i>Database applications, ETL tools, TCP/IP Networking, e-mail automation, Windows/Web Services</i>	
<i>ASP.Net, C#</i>	8 years
<i>Performance monitoring, Financial tools, Data visualization, LDAP integration, e-mail automation</i>	
<i>Classic ASP, VB</i>	10 years
<i>Process automation, excel and access database integration,</i>	
<i>Visual Basic / VBScript</i>	10 years
<i>Database applications, Open-GL development, Office applications entegration, Excel macro development, Sql server-Oracle integration, LDAP integration</i>	
<i>Javascript</i>	4 years

### Database Development

<i>Microsoft SQL Server</i>	8 years
<i>Stored Procedures, User Defined Functions, Indexing, Normalization / Denormalization, Database integrity, Query optimization,</i>	
<i>Oracle Db, DB2</i>	3 year
<i>Query development</i>	
<i>Data Mining</i>	1 year
<i>Clustering, Predictive Analysis, Time series, Neural Networks</i>	

### Graphical Design

<i>Photoshop</i>	4 years
<i>3D Studio Max</i>	2 years
<i>Rhinoceros 3D</i>	2 years

### Mobile Development

<i>Android</i>	beginner
<i>iOS</i>	beginner
<i>Mobile Web</i>	beginner

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## Projects

Below are some of the projects that are totally designed and developed by me. Common projects are not listed here in order not to increase the size of this resume.

### KOBİ Portal

Jan.2016 - Present

**Platform :** .Net, SQL Server, IBM DB2, SSIS, ASP.Net

**Roles :** Concept Designer, Application Developer, Database and Interface Designer

**Purpose :** This project is an over all performance management tool for the SME Segment. It consists of following modules providing an over all approach for monitoring and leading the key performance indicators:

- **Credits :** Real-time monitoring for credit applications and lending ,Credit application analysis
- **Customer Visits:** Customer prioritization for visiting, Monitoring visits of RMs, Text analysis on visit notes
- **SMP (Strategic Customer Planning):** Information collection for market share analysis, customer potential analysis and performance management
- **Cash Management Products:** Performance monitoring in 23 cash management product measures.
- **Payment Systems Products:** Performance and customer monitoring in POS and credit card products, providing customer analysis and potential realization.
- **Product Sales:** Monitoring sales performance of the RMs and branches on sales activities and campaigns.
- **Messaging:** Department messaging system for communicating performance issues and coaching.

### POS Siftah Reporting Application

Apr.2015 - Present

**Platform :** .Net, SQL Server, IBM DB2, SSIS, ASP.Net

**Roles :** Application Developer, Database and Interface Designer

**Purpose :** Project monitors the performance of the POS Siftah campaign automates the reporting and mailing jobs. System

- periodically queries the core system (DB2) and receives the sales to the department database (SQL Server) using SSIS,
- creates reports, display the performance of the campaign, regions, branches and the employees on the web application,
- periodically sends user level customized mails.

### KKB Risk Merkezi (Credit Bureau) Integration

Mar.2015 - Present

**Platform :** .Net, Web Services, SQL Server, Oracle, ASP.Net

**Roles :** Idea owner, Application Developer, Database and Interface Designer

**Purpose :** Querying and updating the customer database from the KKB web service application. Project receives the customers from the Oracle db, scans the customer db (~2mio), queries the KKB database and updates the customer database with the received data. In order to optimize performance project uses **dynamic multi threading, async web service query, batch sql update**.

Application performance has reached 60ms per query and update

Feb.2015 - Present

## Cheque Intelligence and Performance (local version)

**Platform :** .Net, SQL Server, Oracle, DB2, ASP.Net, Excel

**Roles :** Idea owner, Application Developer, Database and Interface Designer

**Purpose :** Purpose of the project is querying customer cheque payment performance and early alerting the payment risks of the cheque owners.

System

- collects all the cheques (paid and non-paid),
- scans payment delays
- scans the quaranties of the open credits that contains the cheques of the delayed cheque owner
- automatically informs the portfolio owner

System also analyzes the average amount and frequency of the cheque issuer and alerts the outlier values

## Revolving Credits Repricing Application

July.2013 - Present

**Platform :** SQL Server, DB2, Excel

**Roles :** Idea owner, Application Developer, Database and Interface Designer

**Purpose :** Purpose of the project is to increase the efficiency of the repricing process of the revolving credits. The standart process requires the branches get new price from the sales management department, update the price on the core system and send for approval, and the sales management department approves the price. When bulk update is required, this process may take days to complete.

This system

- calculates the reference price for each account,
- displays the reference price to the customer manager,
- let the customer manager enter new price
- converts the updated prices to a pattern that the core system accepts
- keeps the update logs

This application enables the total whole portfolio be updated in hours instead of days, with 1/30 of less workforce and saving of ~100K\$ of interest income to be lost because of latency for each update job.

**The total project earning is ~1.5mio\$**

## SSIS Project For SME Department Database

Nov.2012 - Present

**Platform :** SQL Server Integration Services, Oracle, IBM DB2, Excel

**Roles :** Idea owner, Application Developer, Database and Interface Designer

**Purpose :** Extracting, Transforming and Loading data from the source systems and data warehouses in order to create department datamart (~2.5TB, ~2000 tables, ~200 stored procedures). In order to supply the required data for the SME Department, application runs continously collects the data from various sources including Oracle, DB2, Excel, flat file and loads them to the department database. Subsequently, with the .net scripts, application updates the reporting interfaces such as excel reports, power point slides and web interfaces and produces the required analysis and reports without any human touch

## Operational Performance Monitoring

Oct.2010 - Present

**Platform :** *Version 1: ASP, HTML, Javascript, MS Access, Excel  
Version 2: ASP.Net C#, AJAX, MS SQL Server*

**Roles :** *Idea owner, Application Developer, Database and Interface Designer, Tester*

**Purpose :** *Monitoring ~100 KPIs of operation managers in ~900 branches. Application contains its own ETL tool developed for transforming the data collected from various resources such as excel, csv, mdb data formats.*

## Operation Employees Contest Jun.2008 - Present

**Platform :** *HTML, VB Script, Javascript, Excel*

**Roles :** *Application Developer, Database and Interface Designer, Tester*

**Purpose :** *Automating the monthly reporting process of ~5000 operation employees in 4 different job definitions and 3 different branch segments. Process is designed as a contest between operation employees and being reported monthly and quarterly, ranking each employee within its own job definition and branch segment. Each month, results are sent as e-mails customized for each employee. More than 300.000 customized mails are sent from this application.*

## Operation Sales Jun.2012 - Sep.2012

**Platform :** *ASP.Net C#, Ajax, MS Sql Server*

**Roles :** *Application Developer, Database and Interface Designer, Tester,*

**Purpose :** *Automating the sales campaign of the operation employees. The campaign process consisted of 4 levels of authorization, each of which are assigned to the appropriate users within the application. 8.500 sales and 24.500 transactions are stored with this application.*

## Differentiating Tellers Jan.2012 - Present

**Platform :** *ASP.Net C#, Ajax, MS Sql Server, Photoshop*

**Roles :** *Idea Owner, Application Developer, Database and Interface Designer, Tester,*

**Purpose :** *AMonitoring the daily sales, sales trends and quality indicators of the tellers, branches and the bank. Application is specially designed for user friendliness and ease of use. The key point of the application is to remind the tellers about their sales level and the waiting times of their branches.*

## Teller Sales Jan.2012 - Present

**Platform :** *ASP.Net C#, Ajax, MS Sql Server, Data Visualization*

**Roles :** *Idea Owner, Application Developer, Database and Interface Designer, Tester,*

**Purpose :** *Monitoring the daily sales, sales trends and quality indicators of the tellers, branches and the bank. Apart from the previous application, the audience of this application is the region managers, who require the visualization of the sales trend of the teller and matching the performance with the average.*

## Customer Relations Manager Survey Apr.2012 - Jan.2013

**Platform :** *ASP.Net C#, Ajax, MS Sql Server, Data Visualization*

**Roles :** *Application Developer, Database and Interface Designer, Tester, User*

**Purpose :** *Measuring the activities of the customer relations managers during the day and categorize each activity according to their purpose. Each customer session is divided into several sub activities which are precisely measured in seconds. With this application about 12.000 activity of ~1000 customers which are served by ~200 employees are measured and visually reported.*

## Operations Department Budget Not used

**Platform :** *ASP.Net C#, Ajax, MS Sql Server*

**Roles :** *Application Developer, Database and Interface Designer, Tester*

**Purpose :** *This application is developed for making the annual budgets of the departments reporting to the Operations Department. Application converts the schema of the official budget of the bank into departments and let each department make their own budget and consolidating them under the Operations Department. Application allows user to copy values from and to excel in order to let user make manual changes easily. The application is cancelled because of the externally set authorization process.*