

Ali İmran Altın

Business Development & Marketing Manager · B2B marketing, content and creative production

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PROFILE

Marketing and business development professional with a postgraduate certificate in Marketing Management (Georgian College, Dean's List) and a bachelor's degree in Radio, Television and Cinema. Eight years running day-to-day operations of a family retail business, more than three years in team supervision roles in Toronto, and now leading business development and marketing at a cybersecurity firm. I turn complex services into clear content, proposals and campaigns, and produce the visuals and video myself.

EXPERIENCE

Business Development & Marketing Manager

Aug 2026 → Present

Simer Siber Güvenlik · Mersin, Türkiye

- Build relationships with companies across manufacturing, logistics and services sectors
- Identify clients' security needs and connect them with the right solutions: network security, penetration testing, security audits, endpoint protection and KVKK compliance
- Prepare proposals and tender files tailored to each client
- Manage the company's digital presence and content, including LinkedIn and the corporate website
- Lead creative production: visual identity, video and social media design

Supervisor

Jul 2025 → Apr 2026

Dirtbusters · Toronto, Canada

- Communicated with suppliers and resolved customer issues
- Took an active role in management alongside the manager

Junior Supervisor

Mar 2023 → May 2025

TBM Service Group · Toronto, Canada

- Conducted cleaning quality inspections
- Made sure staff always had the supplies and products they needed

Junior Supervisor

Sep 2022 → Mar 2023

Dirtbusters · Toronto, Canada

- Supervised staff schedules and daily work, ensuring service quality met expectations
- Maintained accurate service records and coordinated administrative tasks

Store Manager

Jun 2014 → Aug 2022

Mavi Yeşil Kitap Kirtasiye (family business) · Mersin, Türkiye

- Managed day-to-day operations of a bookstore and stationery business with a team of 5+
- Handled customer relations and worked directly with suppliers on purchasing
- Ran e-commerce and social media content for the store

EDUCATION

Postgraduate Certificate, Marketing Management

Sep 2022 → Jul 2023

Georgian College (Georgian@ILAC campus) · Toronto · Dean's List, Winter 2023

English Language Program (8 months)

2019 → 2020

ILAC International College · Toronto

Bachelor's Degree, Radio, Television and Cinema

Sep 2014 → Jun 2018

Çukurova University · Adana, Türkiye

VOLUNTEERING

Volunteer · Toronto International Film Festival (TIFF) · Sep → Oct 2024

SKILLS

B2B Marketing · Business Development · Lead Generation · Proposal Writing · Content Marketing · Social Media Marketing · Email Marketing · Market Research · Customer Service · Vendor Relations · Supervisory Skills · Quality Control

TOOLS

Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator) · Apple Creator Studio · Canva

LANGUAGES

Turkish (native) · English (full professional)

CERTIFICATION

Become a Business Intelligence Specialist · LinkedIn Learning · Nov 2022