

Ismail Gunacar

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business, Cincinnati, OH

Master of Business Administration, December 2017

University of Cincinnati, McMicken College of Arts & Sciences, Cincinnati, OH

Bachelor of Science, Biochemistry, May 2015

- Became the youngest BS graduate in UC history, at age 17

Post-secondary enrollment, Biochemistry, 2010 - 2014

EXPERIENCE

Kings Dental, Montgomery, OH

COO and Marketing Director, January 2014 - Present

- Contributed significantly to growth of organization through digital media, marketing, human resources, and operational improvements
- Grew monthly revenue by approximately 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

Gunacar Design, Cincinnati, OH

Owner/Operator, 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

University of Cincinnati, Cincinnati, OH

Student Researcher (Biochemistry & Microbiology), September 2014-January 2016

- 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, September 2013-April 2014

HONORS & ACTIVITIES

- University Honors Program
- UC Blue Ash Spanish Club, President (2014)
- McMicken Student Ambassador (2014-2015)
- UC Robotics Club (2012-2014)
- Cincinnati Turkish American Society (May 2011-present)
 - Golden Turk Award, Cincinnati Turkish American Association
- LeaderShape 2015
- Academy of Multilingual Immersion Studies-CPS, Teaching Assistant and Tutor (2013-2014)
- Bethesda North Hospital, Same Day Surgery and Emergency Room Volunteer (2013-2014)

SKILLS

- **Languages:** English, Turkish