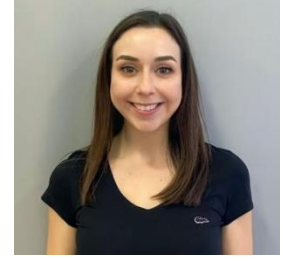


# İREM ERDEM

Bahçeşehir 1. Kısım Mah. Çınar 02-03 B/19 D:15 / İSTANBUL  
0(537) 719 63 37 | [dytiremerdem@gmail.com](mailto:dytiremerdem@gmail.com)  
<https://www.linkedin.com/in/dyt-irem-erdem>  
Driver's License: B



## SUMMARY

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I have completed my licence, master and doctorate education in the Nutrition and Dietetics. My goal is to improve my theoretical knowledge also with my master's degree in marketing communication at Galatasaray University to understand better communication with HCPs and marketing strategies. I would like to orient my career in medical product management and challenge my business skills with the new responsibilities I take.

## EDUCATION

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- |                |   |
|----------------|---|
| 2023 – Present | <b><u>GALATASARAY UNIVERSITY</u></b><br>Master's degree – Social Science – Marketing Communication Management |
| 2020 – Present | <b><u>BAŞKENT UNIVERSITY</u></b><br>Doctorate – Health Science – Nutrition and Dietetics                      |
| 2017 – 2020    | <b><u>MEDİPOL UNIVERSITY</u></b><br>Master's degree – Health Science – Nutrition and Dietetics                |
| 2013 – 2017    | <b><u>BAŞKENT UNIVERSITY</u></b><br>Bachelor's degree – Health Science – Nutrition and Dietetics              |
| 2008 – 2013    | <b><u>SAINTE-PULCHERIE FRENCH HIGH SCHOOL</u></b>   |

## WORK EXPERIENCE

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- |                |  |
|----------------|--|
| 2021 - Present | <b><u>Dr.Schar Turkey – Nutrition Project Manager</u></b> <ul style="list-style-type: none"><li>• Regular Health Care Professionals (Gastroenterologist) visits &amp; identify KOLs</li><li>• CRM System Management – HCP &amp; Consumer database improvement</li><li>• Project management and strategy development on preference, compliance and awareness</li><li>• Social media communication, newsletters for consumers &amp; HCPs</li><li>• Budget management according to annual activities, taking part in congresses</li></ul> |
|----------------|--|

- Creation of e-commerce marketing campaigns
- Regular communication and visit plan for authorities and associations

2017 –2021

**Turkish Airlines –Dietician**

- Nutrition program designed for flight crew
- Improve the lives of flight crew by determining their needs to OHS
- Reporting current flight meals and menu development

Apr. 2017 - May 2017

**Tobb Etü Hospital – Intern Dietician**

- Medical nutrition for diseases
- Inpatient follow-up, planning diet meals

Feb. 2017 – Apr. 2017

**Zekai Tahir Hospital - Intern Dietician**

- Monthly menu planning and purchasing of relevant raw materials with the personnel responsible for food services
- Preparation, storage and beverages safety

Nov. 2016 – Dec. 2016

**GATA - Intern Dietician**

- Parenteral and enteral nutrition
- Baby and child nutrition

Sep. 2016 – Nov. 2016

**Başkent Hospital - Intern Dietician**

- Parenteral and enteral nutrition
- Medical nutrition for disease

Jul. 2016 – Sep. 2016

**Hopital Pierre-Beregovoy (France) - Intern Dietician**

- Getting to know potential nutritional products and nutrition strategies in France
- Pediatric and clinical nutrition

## **DIGITAL & LANGUAGE SKILLS**

**Language:**                **English:** Advanced | **French:** Advanced | **Türkçe:** Native

**Program skills:**        **MS Office** | **BEBİS** | **SPSS** | **SAP Program** | **CRM**

**Exams:**                    **ALES:** 70/100 (2016)  
                                  **YDS:** 73/100 (2017)  
                                  **DALF:** B2

## **MEMBERSHIPS**

- Turkish Dieticians Association
- Sustainable Living Association

## **REFERENCES**

Available upon requests