

MELIKE AYAN (Mrs.)

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PROFESSIONAL EXPERIENCE

Founder of Mel Strategies www.melstrategies.com , and Live TV reporter at Bloomberg TV

BLOOMBERG 01/27/10-present (Reel : www.youtube.com/watch?v=696ercEnLJo)

NY Correspondent- My interviews are at You tube (Username: Queen Mel)

- Research, edit and create financial and general news on a daily basis out of Bloomberg's NY Headquarters.
- Broadcast the financial news, Wall Street, Stock Market, global economic and political news on live TV in Turkish to the Turkish audience from Bloomberg's NYC Studios.
- Cover the US equity market news at the opening and closing of the Stock Exchange.
- Give live TV hits four times a day during the week in addition to the pre taped and live TV interviews.
- Organize, book, and conduct high profile live and pre taped TV interviews with high profile guests such as Prof. Jeffrey Sachs, Prof. Muhammad Yunus, Dr. Mehmet Oz, James O'Neill, James Odermatt
- Cover the breaking news at the scene, and event area with the cameraman, and create the story.
- Give live hits from the floor of the NYSE and NASDAQ (first Turkish live TV reporter to conduct such a live hit from the actual floor)
- Conduct one to one exclusive interviews with the Finance, Economy and Deputy Ministers of Turkey
- Cover the fall and spring World Bank and the IMF events in DC, both live and pretaped. Conducted live TV interviews with the EU Com. Ollie Rehn, Finance Minister of Canada, Emerging Market Head of IMF in DC.

MEL STRATEGIES LLC 01/2014-present

www.melstrategies.com

Support CEOs, and high level executives to help their bottom line and growth of their organization

UNIVERSITY OF PHOENIX AND SUNY 04/2002-2010, Faculty Teacher

- Teaching advanced online Finance courses to undergraduate and postgraduate students at the University of Phoenix.
- Taught classes of 20-30, by integrating the high-tech online teaching tools and finance courses together. The classes ranged from undergraduate to postgraduate and also medical students getting their MBAs.

CAPITAL LINK, INC.: New York - 10/1998-01/2003 , Investor Relations Manager

- Senior account and marketing executive of an international investor relations firm.
- Responsible for the creation and implementation of IR products and marketing tools.
- Managed client accounts; organized conferences; created websites, databases for the clients.
- Editor of the company's magazine and oversaw the creation of the company website.
- Trained, oversaw and managed a staff of 20 in NYC and Athens.

ARTHUR ANDERSEN & CO.- Istanbul, Turkey, 09/93-06/96, Auditor

- Reported and translated financial statements in the banking, manufacturing, leasing, and factoring industries overseas. Prepared year-end and interim audit reports, consolidation reports in various sectors.
- Supervised a team of audit associates during consolidation of financial statements prepared in accordance with IAS, inflationary currency accounting (IAS 29), and US GAAP applications.
- Coordinated assignments regarding risk and control environment assessments, which led to the development and implementation of tailored audit strategies for clients.

EDUCATION:

Rutgers University, School of Business, NJ

- MBA (Major GPA: 4.0) Cumulative GPA: 3.9
- Beta Gamma Sigma - Business Honor Society

Marmara University, Istanbul, Turkey

BA in Business Administration and Economics

- Cumulative GPA: 3.5 , Freshman Honorary Society and Dean's List