

Serkan KOC

Retail and Leasing Management | Mall Operations Management | Themepark & Amusement Park/Waterpark Management | Event Management | Customer Service Professional

I am a seasoned General Manager with over 19 years of experience in the retail & asset & property, entertainment (amusement-theme park-waterpark) & leisure & industry. I have a strong background in mall management, operations, theme park-water park-amusement park management tenant relations, contractor services, marketing, and promotional activities.

Currently, I lead the ASIAMALL-Shopping Mall, a premier destination for shopping, dining, and entertainment in the region. My goal is to deliver excellence in mall management and create value for all stakeholders. I coordinate and manage all aspects of the mall business, ensuring the smooth functioning of the mall, facilitating a good environment for retailers and a pleasant shopping experience for customers.

I also identify opportunities for continuous improvement of systems, processes, and practices, and prepare timely and accurate reports to meet organizational requirements and standards. Some of my achievements include managing tenant relations through periodic town hall meetings, ensuring compliance with mall operating policies and procedures, and organizing innovative events and tournaments to attract and engage visitors.

I am passionate about digital guest experience, attractions management software, guest analytics, venue analytics, and real-time analytics, annual report. I am always looking for new ways to enhance the mall's performance, safety, profitability and customer satisfaction.

My website <https://kocserkan.com/>

My visual CV <https://www.linkedin.com/feed/update/urn:li:activity:7019266197787439104/>

CAREER HISTORY



Asiamall Shopping Center – Bishkek, Kyrgyzstan

General Manager – May 2023 – Currently

Coordinate and manage overall shopping mall business incl. operations, profitability, team management, tenant management, contractor services and marketing and promotional activity.

Ensuring smooth functioning of the shopping mall, facilitating good environment for retailers business and pleasant shopping environment for customers.

Manage tenant relations through periodic town hall meetings. Receive complaints, suggestions and other improvement ideas to be updated with senior management for approval and plan for subsequent implementation.

Ensure mall operating policies and procedures are duly followed by the tenants, service providers, contractors, etc. incl. Occupational Health & Safety standards.

Ensure business functioning within budgeted costs and above targeted revenues.

Prepare and manage capital expenditures for mall as per the approved budget.

Ensure overall safety and pleasant shopping environment for customers and thriving business ambiance for retail tenants.

Prepare and maintain service-delivery contracts with service-level standards for all suppliers and contractors to ensure excellent customer and retailer service levels.

I work at Asiamall, which is the best mall in Bishkek capital of Kyrgyzstan. I manage the whole mall. Total area 55.000 m², leasable area 31.000 m². Total number of tenants 139 and 95 kiosk. Annual total number of visitors 6.5 million

Argelji Information Technologies – Middle East - Dubai

Director of Business Development – Jan 2022 – Feb 2023

I worked as a business development director in the Middle East branch of an Istanbul-based software company.

Development and solutions of smart building management systems related to the management of shopping malls, business centers, complex buildings and artificial intelligence solutions in the management of complex structures in large companies were explained.

It is a part of the management system that saves up to 20% by managing employees with a tracking system and also provides a 20% increase in labor productivity.

Digitizing important structures in complex buildings, design management with artificial intelligence, and reducing risk in the future with easier and immediate intervention are also part of the system.

Obtaining more information with digitalization analysis of rental processes in complex buildings, monitoring the return of brands to the shopping center, eliminating brands that bring fewer customers, and monitoring the continuity and efficiency of rental transactions are part of the system.

Negotiations with companies are ongoing.

By Rixos - Khan Shatyr Shopping & Entertainment Center - Astana, Kazakhstan

COO - Mall Operations Director - Feb 2018 - Jan 2022

Mall Operations | Leasing & Retail | Tenant Relations | MIS Reporting | Cross-functional Collaboration | Relationship Management

Provided strategic leadership for all aspects of mall operations, overseeing tenant relations, security, maintenance, and customer services.

Developed and implemented policies and procedures to ensure smooth and efficient daily operations of the mall.

Cultivated positive relationships with mall tenants, addressing their needs, concerns, and ensuring lease compliance.

CONTACT ME



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UAE - Dubai

CORE COMPETENCIES

- Facilities Management
- Marketing Strategies
- Health & Safety Standards
- Strategic Planning & Execution
- Relationship Management
- Survey/Feedback Analysis
- Budgeting & Costs Control
- P&L Accountability
- Inventory Management
- Performance Improvement
- Team Leadership & Motivation
- Cross-functional Collaboration
- Customer Service/Satisfaction
- MIS Reporting
- Mall & Theme Park Operations
- Event Management
- Maintenance & Repairs
- Spa Management
- Utilities Management
- Security & Housekeeping
- Risk Management
- RFID & RTLS
- Statistics - SPSS

SCHOLASTICS

Master's in Tourism Management - Akhmet Yassawi University - Kazakhstan

Master of Business Management Administration - Okan University - Turkey

Bachelor's in Statistics - Ondokuz Mayıs University - Turkey

TRAININGS

- Fundamentals of Digital Marketing - Google
- CFO (Finance Certificate Program for Managers)
- Volunter Licensing - UAE





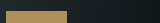
PERSONAL INFO

Date of Birth: 06.Mar.1976

Marital Status: Married, two kids

Nationality: Turkish

LINGUISTICS

Turkish	
English	
Russian	
Kazakh	
Arabic	

REFERANCES

Cenk Unverdi – Managing Directors
Rixos Hotel GCC

Volkan Oskay – General Director Nef

Collaborated with the leasing team to attract and retain high-quality tenants that complemented the mall's brand and target market.
Managed the annual budget for the mall, ensuring financial goals were consistently met and monitored financial performance, identifying areas for improvement.
Implemented strategies to enhance the overall customer experience, including cleanliness, ambiance, and customer service.
Oversaw security measures and emergency procedures to ensure the safety of customers, tenants, and staff.
Managed maintenance and housekeeping teams to ensure the mall's facilities were well-maintained and aesthetically pleasing.
Collaborated with the marketing team to develop and implement marketing and promotional strategies to attract foot traffic and increase sales.
Coordinated special events, campaigns, and initiatives to drive engagement and community involvement.
Utilized technology to enhance operational efficiency and customer experience within the mall.
Integrated sustainable practices and initiatives into mall operations, including waste management, energy efficiency, and green building practices.
Total area of 124.000 m2 (leased area 50.000 m2) 200 shops, 50 kiosks, Family Entertainment Centre, and a Waterpark supported by a team of 200+ people. Coordinating all outsourcing companies with a total of 150 personnel members including a cleaning company, laundry company, security company, landscape company, garbage company, pest control company and driver companies.

By Rixos – Karavansaray Shopping & Entertainment Center – Turkestan - Kazakhstan

COO - Director of Operations – Oct 2019 – April 2021

Total area 205.000 m2, lease area 25.000 m2, entertainment areas 6.100 m2
Multi-complex with two separate hotels, shopping centers, entertainment centers, a 700-meter Venice-like water canal with boat trips, and a 1500-seat amphitheater.
From the beginning to the end of the construction period, the operating scenario and follow-up was done by me.

By Rixos - Khan Shatyr Shopping & Entertainment Center - Astana, Kazakhstan

General Manager Theme Park & Amusement Park & Family Entertainment Center Jan 2012 - July 2021

Theme Park | Amusement Park | Attractions & Rides | Embed System | Operations
Led a team of 80 staff members in overseeing the day-to-day operations of a popular theme park.
Developed and implemented comprehensive operational plans, ensuring a safe, enjoyable, and efficient experience for park visitors.
Managed park resources effectively, optimizing staffing levels and coordinating team schedules.
Successfully negotiated contracts with vendors, achieving 25% cost savings on services and supplies.
Implemented pricing strategies and promotions, contributing to a 327% increase in annual revenue.
Collaborated with the marketing team to create and execute successful promotional campaigns, resulting in a 57% increase in attendance.
Conducted regular training sessions for park staff, focusing on customer service, safety protocols, and emergency response.
Coordinated and executed special events, such as themed weekends and live entertainment, enhancing customer engagement.
Maintained positive relationships with local regulatory bodies, ensuring compliance with safety and health regulations.
Utilized guest feedback to implement improvements, enhancing the overall visitor experience.
Use of professional Embed and Sacoa cashless business management systems and solutions for family Entertainment, Amusement and Attractions (including gamecards, kiosks, gamecard readers, cashless payment business reporting and management, and hygiene defence)

By Rixos - Khan Shatyr Shopping & Entertainment Center - Astana, Kazakhstan

General Manager Water Theme Park & Aquapark & Beach Club & SPA-Fitness& Restaurants 2010-2018

Water Park Management | Spa Management | Operations | Safety & cleaning | Guest Experience | Food & Beverage Management
Oversaw the day-to-day operations of a water theme park, managing a team of 35 staff members.
Developed and implemented comprehensive operational plans, ensuring a safe and enjoyable experience for park visitors.
Managed park resources efficiently, optimizing staffing levels and coordinating staff schedules.
Enforced and enhanced safety procedures, resulting in a 99,99% decrease in incidents and accidents.
Successfully negotiated contracts with vendors, achieving 20% cost savings in park services.
Developed and implemented pricing strategies and promotions, contributing to a 27% increase in annual revenue.
Collaborated with the marketing team to create and execute promotional campaigns, increasing park attendance by 35%.
Conducted regular training sessions for park staff, focusing on customer service, safety protocols, and emergency response.
Coordinated special events, such as themed weekends and live entertainment, resulting in increased customer engagement.
Maintained positive relationships with local regulatory bodies, ensuring compliance with safety and health regulations.

Gloria Hotels & Resorts – Antalya - Turkey

Event Management Specialist

May 2008 - Aug 2010

Rixos President Hotel – Astana - Kazakhstan

Event Management Specialist

Dec 2005 - Aug 2006

Rixos Hotels Tekirova – Antalya – Turkey

Event Management Specialist

May 2004 - Oct 2005

