



# Alya Barutoglu

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**Address:** Italy (Home) **Work Visa:** Permesso di Soggiorno (Studente), to obtain Ricerca Lavoro

## ● ABOUT ME

Experienced Marketing & Communications Specialist with previous experience at Beymen (*Mayhoola Group*) & Bulgari (LVMH). Proficient in adapting global CRM strategies, tracking KPIs using Salesforce and PowerBI. Skilled in localizing marketing strategies, cultivating relationships with celebrities and press, and enhancing brand desirability through brand ambassador engagements. Accomplished in generating brand awareness through diverse channels, including in-store, PR, and global events. Experienced in supervising print, digital, and out-of-home media plans aligned with product launches. Demonstrates proficiency in budget planning and monitoring.

Additionally, a Published Author at Doğan Kitap with the novel "*Kayıp Hatıralar Müzesi*."

## ● WORK EXPERIENCE

11/2022 – 04/2024 İstanbul, Türkiye

### AREA MARKETING SPECIALIST BULGARI (LVMH)

- Assisting in the management of the 360 marketing overview of Bulgari in Turkey
- Adapting global CRM strategy to the local market: top clients contact plan, O2O relationships.
- CRM KPI tracking and reporting with Salesforce & PowerBI: reachability, repeat purchases, contact rate, clienteling revenues, local active clients, prospect acquisition & conversion.
- Adapting central marketing strategy for the local market
- Strengthening relationships with celebrities and press
- Increasing brand desirability with brand ambassador dressings and appearances
- Generating brand awareness with in-store, PR and global events
- Supervising print, digital and OOH media plan strategy according to product launches and marketing campaigns
- Creating special projects with digital and print magazines.
- Budget planning and monitoring

09/2023 – CURRENT Türkiye

### PUBLISHED AUTHOR DOĞAN KITAP

- Author of novel *Kayıp Hatıralar Müzesi* (*Museum of Lost Memories*) published by Doğan Kitap, one of the largest publishing houses in Türkiye.

Link <https://www.dogankitap.com.tr/kitap/kayip-hatiralar-muzesi>

12/2020 – 11/2022 İstanbul, Türkiye

### BRAND MARKETING & COMMUNICATIONS SPECIALIST BEYMEN (MAYHOOLA GROUP)

- Having full control on establishing and monitoring digital, print and outdoor media plans for 11 monobrand boutiques including Mayhoola owned Valentino and Balmain.
- Strategizing online and offline communication plans for international brands other than mono-boutiques
- Collaborating with suitable influencers to push brands & products
- Producing relevant and engaging digital content with influencers and brands
- Building a 360 PR strategy for branded events and dinners
- In constant communication with HQs of international brands to negotiate proper PR & marketing strategies
- Working closely with buying and sales teams to analyze private label and international brand performances
- Monitoring the department budget and creating effective communication plans within the given budget

08/2017 – 09/2023 İstanbul, Türkiye

### CONTENT EDITOR ELLE MAGAZINE

- Generating engaging content online, producing trend articles that are informing and interesting on a daily basis
- Working with the digital team to manage and plan weekly articles
- Assisting the team with press release translations and PR relations
- Collaborating with designers, fashion experts and professionals on advertorials and interviews

- Designing cover photos suitable for the brand identity and DNA using Photoshop

09/2017 – 09/2017 Istanbul, Türkiye

#### **EVENTS INTERN L'APPART PR**

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- Assisting the events team for the preparation of the Contemporary Istanbul Art Fair
- Monitoring and managing RSVP's and invitation mail outs to create a press and VIP list for the event
- Supporting the Event Coordinator during the event on accrediting the press
- Using strong communicational skills and quick-thinking to solve problems related with the VIC & VIP guests
- Reporting online and offline coverage for news articles pre and post the Contemporary Istanbul Art Fair

02/2017 – 02/2017 London, United Kingdom

#### **SHOWROOM INTERN DIANE VON FURSTENBERG**

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- Working under the guidance of the Showroom Coordinator to ensure highest service during the buying season
- Assisting the visual merchandiser to prepare samples and arrange them on the showroom floor
- Aiding the team in the setup of the showroom prior buyer visits

01/2017 – 02/2017 London, United Kingdom

#### **STUDIO INTERN EDELIN LEE**

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- Working under the direction of Edeline Lee for garment quality checks
- Organizing invitations and RSVP's for the Fashion Week
- Supporting the team for model casting and client visits
- Preserving strong press relations and communicating with editors for garment posts to be used in magazines

06/2016 – 07/2016 Istanbul, Türkiye

#### **EDITORIAL INTERN L'OFFICIEL MAGAZINE**

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- Assisting the editorial team in transcribing interviews and article translations
- Working collaboratively with the fashion and styling teams during cover and editorial shoots

### **EDUCATION AND TRAINING**

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09/2023 – 07/2024 Rome, Italy

#### **MASTER IN INTERNATIONAL MANAGEMENT (MIM) LUISS Business School**

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10/2016 – 07/2019 London, United Kingdom

#### **FASHION BUSINESS -- BACHELOR'S OF ARTS** Istituto Marangoni in partnership with Manchester Metropolitan University

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### **DIGITAL SKILLS**

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Microsoft Office | Microsoft Excel | Social Media | Microsoft Powerpoint | Outlook | Instagram | Zoom | LinkedIn | Organizational and planning skills | Team-work oriented | SalesForce | PowerBI | CRM | Budget planning and management

### **LANGUAGE SKILLS**

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#### **TURKISH**

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Native

#### **ENGLISH**

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Bilingual

#### **ITALIAN**

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Limited working proficiency

#### **FRENCH**

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Elementary proficiency