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|  | **Damla Cuhadaroglu Bayik**  Istanbul, Turkey • +9053-2602-4867  [damlacuhadaroglu@gmail.com](mailto:damlacuhadaroglu@gmail.com) • [LinkedIn URL](https://www.linkedin.com/in/damla-cuhadaroglu-bayik-4620857/)  Personal Details:  04/01/83 • Istanbul • Turkish & Australian  Female • Married |  |

**Sales Director**

*Accomplished and growth-focused executive with solid experience in sales & marketing management and business development.*

Skilled in strategic marketing initiatives execution, market penetration, new products establishment/promotion, ROI improvements, stakeholder engagement, and key account management. Solid history of success in identifying new business opportunities, preparing and executing strategic sales and marketing plans, achieving all set KPIs, and providing recommendations for process improvement. Adept at leading worldwide product launch and aggressive marketing campaigns, organizing effective training and development programs for employees, and building and leading teams to achieve shared visions and goals.

**Highlights of Expertise**

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| * Sales & Marketing Management * B2B/B2C Sales & Marketing * Strategic Planning & Execution * Continuous Process Improvement * Distribution Management | * Digital Marketing * Revenue Management * Team Training & Leadership * Relationship Building * Effective Communication |

**Career Experience**

Marsa Malaz Kempinski the Pearl, Doha, Qatar

**DIRECTOR OF SALES** (Jan 2018 to Sep 2018)

Report directly to sales and marketing director. Develop and implement integrated sales and marketing strategies related to all segments. Delegate, oversee and evaluate tactics regarding strategies and procedures. Led restructuring and segmentation of sales department for better representation. Arranged, implemented and compiled data for monthly reports, annual goals, sales and events budgets, forecasts, and other reports as directed/required.

* Highly focused on CIS market to develop relations with conducted several sales calls to as well as implement packages and promotions which resulted CIS market figures from zero to 6% of guests mix by the end of May 2018.
* Supervised, trained and managed performance of sales team ensuring proper sales & marketing standards and procedures being followed.
* Contributed in designing online promotions and building recommendations to revenue management for CIS and Turkish markets.

Kempinski Hotel Barbaros Bay, Bodrum, Turkey

**DIRECTOR OF SALES** (Dec 2015 to Dec 2017)

Represented as executive committee member and reported directly to general manager. Managed critical property ownership relations with GM guidance and direction. Established brand marketing partnerships with trusted high-end brands, platforms, and elite membership clubs. Organized and executed industry tradeshows and events.

* Developed effective marketing plans and strategies for business development and work on all cash flow problems efficiently to reduce financial hazards.
* Maintained and nurtured working relationships with B2Bs while expanding new sales opportunities to new ones.
* Produced and implemented strategic social media plans and procedures that resulted in increasing engagement and followers by 150%

Holiday Inn Baku, Baku, Azerbaijan

**DIRECTOR OF SALES & MARKETING** (Dec 2014 to Sep 2015)

Represented as opening team executive committee member. Executed all sales and marketing strategies that included opening/positioning strategies. Introduced pre-opening departmental setup and hiring for sales, PR, revenue, and catering initiatives. Organized and implemented marketing strategies to announce the hotel inaugural in a very competitive environment. Contracted corporate meetings with two companies with minimum four meetings each day annually.

* Concentrated on competitors main accounts to reach in depth that resulted with two companies having 5k return each year.
* Employed all RFPs and ratified 10 amongst them that ended in a good result for a new hotel.
* Positioned at number two in STR competitor reports in RGI and MPI in less than four months.
* Achieved over 10% from the budgeted room nights and 8% from revenue that resulted in increased productivity.

Excelsior Hotel Baku, Baku, Azerbaijan

**DIRECTOR OF SALES & MARKETING** (Jan 2013 to Nov 2014)

Performed with general manager on formulation and development of strategic sales & marketing plans for the hotel. Designed rate sheet and market segmentation to track, uploaded to Opera systems, and started working with Travelclick agency 360 and STR programs. Initiated sales and marketing department and implemented marketing plans.

* Created hotel’s website and booking system and incorporated with the hotel system.
* Drove sales effectiveness of the hotel and sales & marketing team as well as directed and delegated work appropriately.
* Developed relations with OTAs and managed to stand on 1st pages on all OTAs.

Additional Experience

**SALES & MARKETING MANAGER** ▪ Ramada Hotel & Suites Baku, Istanbul, Turkey

**SALES EXECUTIVE** ▪ Jumeirah Pera Palace, Istanbul

**SALES EXECUTIVE** ▪ Susesi Deluxe Resort Spa & Golf, Antalya

**SALES COORDINATOR** ▪ Kempinski Hotel the Dome Belek, Antalya

**Education & Credentials**

B.A. Hospitality Management

*Akdeniz University, Antalya, Turkey*