



# Gamze KIZIL KÖYLÜ

## Buying Executive

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### 👤 PROFILE

Experienced Textile Engineer with a solid background in buying, e-commerce, supply chain, collection development, and team management in the textile and apparel industry. Skilled in supplier relations, product sourcing, online sales operations, and leadership.

### 🎓 EDUCATION

2006 – 2010

#### Çukurova University

Faculty of Engineering, Textile Engineering

### 💼 PROFESSIONAL EXPERIENCE

12/2020 – 06/2025

#### TRENDYOL

Buying Executive(4,5 yıl)

Managing the development of product vision, strategy, and roadmaps for men's and women's apparel product groups with a strong focus on e-commerce, in alignment with overall business objectives and strategies. Clearly communicating product strategy to company leadership and ensuring alignment with commercial goals.

#### Managed product lines:

- **Menswear:** Denim, Knitwear, Accessories, Homewear
- **Womenswear:** Modestwear, All Categories(knitwear,kinit,woven)
- Conducting accurate BCT analyses and utilizing data and key metrics to make informed product decisions, with a particular focus on e-commerce customer behavior.
- Developing target customer/persona strategies and managing the collection development process from initial concept to product launch.
- Planning and executing monthly product drops based on stock availability, customer demand, and seasonal performance.
- Planning homepage banners, campaign areas, and visual content for e-commerce platforms, with the goal of increasing conversion rates aligned with product campaigns.
- Collaborating with digital design and content teams to ensure frontend (UI) consistency and enhance user experience across product listings and promotional areas.
- Conducting competitor and market research to identify new product opportunities, optimizing the customer journey through strategic frontend content and visual merchandising.
- Enhancing product presentation and digital positioning through customer feedback, usage data, and trend insights.

- Working cross-functionally to build and evaluate business cases for new product investments and digital initiatives.
- Leading and implementing key projects and product enhancements; contributing to the development of exclusive e-commerce collections tailored to the MENA region.
- Closely collaborating with BI, content, and digital operations teams to coordinate complex business and technology processes.
- Acting as a thought leader and strategic partner within the product and e-commerce organization.

01/2016 – 12/2020

#### **DEFACTO**

Buying Manager(5 yıl )

Managed product lines:

Womenswear : Young woven (shirt ,dress,skirt)Denim , outwear,swimwear.

02/2014 – 01/2016

#### **KOTON**

Buyer( 2 yıl)

Managed product lines:

All women's denim Categories

09/2013 – 02/2014

#### **SAFRAN DERİ**

Merchandiser(6 ay)

managed product lines:

Leather – All Categories

12/2010 – 11/2012

#### **BOZKURT KONFEKSİYON**

Merchandiser(2 yıl)

Managed product lines:

M&S Denim product development and manufacturing

### **SKILLS**

- |                                      |  |                                       |
|--------------------------------------|--|---------------------------------------|
| • Buying & Procurement               | • E-commerce Operations                                      | • Supply Chain Management             |
| • Collection Development             | • Vendor & Supplier Management                               | • Team Leadership & People Management |
| • Product Sourcing & Development     | • Inventory & Stock Control                                  | • Trend and Market Analysis           |
| • Negotiation & Communication Skills | • Digital Retail Platforms (Shopify, Trendyol, Amazon, etc.) | • Time Management & Multitasking      |

### **LANGUAGES**

English- proficient