



# 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 yil)

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

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|--|--|---|
| <ul style="list-style-type: none"> <li>• Buying &amp; Procurement</li> <li>• Collection Development</li> <li>• Product Sourcing &amp; Development</li> <li>• Negotiation &amp; Communication Skills</li> </ul> | <ul style="list-style-type: none"> <li>• E-commerce Operations</li> <li>• Vendor &amp; Supplier Management</li> <li>• Inventory &amp; Stock Control</li> <li>• Digital Retail Platforms (Shopify, Trendyol, Amazon, etc.)</li> </ul> | <ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Team Leadership &amp; People Management</li> <li>• Trend and Market Analysis</li> <li>• Time Management &amp; Multitasking</li> </ul> |
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### LANGUAGES

English- proficient