

**SELIN ISKIFOGLU**

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## **BACKGROUND SYNOPSIS**

- Marketing MBA experienced in growing social selling and e-commerce businesses through database marketing, advertising, branding, campaign management, partner program development, customer value enhancement and operational excellence.
- Unique ability to leverage synergies between off-line and on-line components of businesses in marketing, merchandising and operations
- Proven project manager who has led internal and external teams in successful site development, data analysis and consumer insights driven initiatives

## **SOFTWARES**

Basecamp, Jira, Slack, Mailchimp, SurveyMonkey, Infusion Soft, Omniture, Google Analytics, Facebook Business, Hootsuite, Sproutsocial, legacy CRM and BI platforms, Microsoft Office, G Suite, Tableau

## **EXPERIENCE**

**Cliexa,**

**January 2018 – Present**

**Marketing Strategy Director**

- Developed key strategic framework for different target audiences - care providers, hospitals, payers and patients
- Increased customer base by email marketing and loyalty campaigns and analysed data to find out highest ROI channels/segments
- Analysed competition and worked on user tests to improve UI for Clinics and patients
- Worked on site content development - blog posts and UX videos
- Initiated case studies with existing clients to share with prospects

**Ruby Ribbon,**

**May 2018 - July 2018**

**Stylist Marketing Director- Contract**

- Developed marketing and merchandising strategies to increase # of Stylists and average order of existing Stylists
- Conducted and interpreted qualitative and quantitative research to laser focus on the primary target audience, their needs, communication channels and style
- Analysed retail space for shape wear and implemented best practice special day merchandising - Memorial Day sales event grew 120%
- Increased activity through creative communication with refreshed brand voice
- Created engaging materials for Stylists to share - 80% higher shares
- Initiated SM paid and organic growth plan
- Contributed to rebranding work for the corporate brand
- Planned and executed content & creative for training and on-boarding materials

- Worked on inactive strategy analysing internal CRM data and sales survey results to segment and personalise offerings - inactive ratio declined by 50%

## **Avon Products**

**July 2014 – Apr 2017**

### **Category/Brand Marketing Manager**

- Built beauty products category marketing team from the ground up and increased average consumer spend by 5% and category revenues by 8%
- Turned around skin care to growth and increased market share for care categories by 3% through personalized merchandising, loyalty and brand campaigns
- Planned and executed brand merchandising plans and creative seasonal stories to bring more Representatives and increase ordering frequency
- Improved average order by analysing different segments and offering them customised offers and campaigns with internal CRM tools
- Architected digital media strategy to increase positive mentions by 50% and CPL by 30%
- Worked on a conjoint analysis and delivered pricing strategy which increased profitability by optimising brand/segment positioning ( \$1,2M revenue growth)
- Increased productivity of product line with relevant brand launches derived from consumer insight- extension in cleanser segment - 5in1 cleanser with differentiated product offering lead, increased access to the category
- Developed coupon and personalized promotion campaigns and increased site visits and sales 25% in a month

### **Strategy & Activation Manager**

**Jan 2013 - July 2014**

- Improved synergy across sales and marketing plans that led to 5pts gross margin increase and 25% increase in ROI of incentive programs
- Set up of new digital marketing team - recruited, trained and built digital roadmap which brought 3% of company revenue on 2014
- Lead segmentation project with internal BI CRM tools
- Managed lead generation campaigns for Representatives - 70% increase in CPL
- Initiated B2C e-commerce project with high level plan focusing on improvement of convenience to shop in consumer shopping journey
- Responsible for directing company expenditures to highest ROI activities
- Analysed and defined KPIs for company scorecard and established tracking process to assess performance of each campaign

### **Brand/Consumer Marketing Manager**

**July 2011– Jan 2013**

- Led skin care category enhancement campaign with global and regional brand teams and implemented best practices to other international markets
- Coordinated 360 plans for major brand launches : achieved growth in major product line sales over 30%
- Responsible for all social media communications and SEO management - increased Avon brand from #15 to #8 in organic results, 35% higher CPL
- Managed in house creative team developing multi channel creative materials
- Worked with research team on focus groups and concept studies for positioning new brands and define acquisition funnel
- Strategised sales incentives, product sampling and marketing programs

- Improved Sales performance through loyalty programs and training & enablement programs

**Brand Marketing Communications & PR Manager      Aug 2005 – July 2011**

- Owned traditional and digital advertising strategy and budget
- Led and managed research studies - Quantitative, qualitative, ad tracks, Retail audit, Euromonitor
- Designed marketing communications plans, field activities and PR launches with celebrities and brand alliances
- Acted as main point of contact for the creative, media and PR agencies
- Implemented field marketing/merchandising programs for consumers and channel partners and executed PR and co-marketing activities

**Barilla Pasta Co.,      Mar 2004 – Aug 2005**  
**Brand Manager**

- Increased market share by 2% in 2004 via innovative customer acquisition campaigns with key retailers
- Planned and conducted promotion campaigns for trade and consumer channels
- Successfully implemented PR tactics generated record media coverage
- Managed the redesign process of product web site - content and creative
- Responsible for consumer research, Usage & Attitudes researches, product tests and Nielsen Retail data analysis

**Cadbury and Kraft Foods,      May 2002 – Mar 2004**  
**Brand Manager**

- Implemented marketing programs resulted in 4% market share growth in 6 months
- Launched 2 new sub-brands from R&D, product/concept research till shelf
- Conducted pre and post launch consumer research to define value proposition and track channels with highest ROI
- Managed external creative and media agencies
- Recruited private label customers to grow channel sales revenues

**Colgate Palmolive,      September 2001- April 2002**  
**Trade Marketing Specialist**

- Supported sales and marketing departments with field intelligence and reports
- Prepared ad hoc and monthly sales reports and sales meeting presentations
- Participated in executions of field level sales and POS tactics and incentive

**EDUCATION**

**Marmara University**  
Masters of Science, Marketing

**Marmara University**  
Bachelors of Science, Economics