

BAHAR OZEN

With a unique blend of expertise in Molecular Biology and Genetics, Retailing, and Brand Management, I offer a diverse skill set rooted in both science and marketing. Since 2014, I have applied my dynamic capabilities across the pharmaceutical and cosmetics industries, showcasing my adaptability and forward-thinking approach.

My professional journey is marked by significant contributions to international marketing strategies, digital campaign execution, and cross-functional team leadership, demonstrating a proven track record of enhancing brand presence and market penetration. Fluent in Turkish, English, and conversational in German, I am proficient in key digital and analytical tools, prepared to drive impactful marketing initiatives in diverse environments.

My spouse has moved to Baku for work, and I relocated to Baku in June 2024. My residence permit is provided by my spouse's company.



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AZERBAIJAN

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EDUCATION

Istanbul University, Turkey (2020-2022)
Master of Art in Retailing and Brand Management
(3.60/4.00)

Saarland University, Germany (2012-2014)
Postgraduate Researcher, Human and Molecular Biology

Halic University, Turkey (2007-2011)
Bachelor of Science, Molecular Biology and Genetics (2.91/4.00)

WORK EXPERIENCE

International Marketing Executive Atelier Rebul, Istanbul | Dec 2023 - May 2024

Atelier Rebul is a Turkish cosmetics brand that offers premium quality perfumes, skincare products, and home fragrances, rooted in rich history and natural ingredients.

- Develop and execute comprehensive international marketing strategies to enhance Atelier Rebul's brand presence across multiple global markets, aligning with the company's vision and growth objectives.
- Conduct detailed market research to identify and assess market trends, consumer behavior, and competitive landscapes, leveraging insights to tailor marketing initiatives that effectively engage target audiences in different regions.
- Lead cross-functional teams in the planning and implementation of marketing campaigns, coordinating efforts across departments such as product development, sales, and digital marketing to ensure a cohesive and effective market approach.
- Collaborate with local and regional partners to adapt marketing strategies and campaigns to local market nuances and consumer preferences, enhancing market penetration and brand loyalty.

Global Marketing Executive Reckitt Benkiser, London | June 2022 - September 2023

Reckitt is a multinational consumer goods company. It is a producer of health, hygiene and nutrition products.

- Support IMEX&cross functional team for full E2E launch process.
- Support Project Manager for improvement & maintenance of Product catalogue.
- Connection point between global marketing teams & local teams for basic range & market understanding.
- Analyse and track internal and external market performance, competitive tracking, and analysis.
- Coordinate global functions and local teams in product launch and facilitate artwork process.

WORK EXPERIENCE

B2B & B2C Marketing Specialist

Memorial Healthcare Group, Istanbul | Feb 2021 to Aug 2021

Memorial Health Group is one of the biggest healthcare providers located in Turkey.

- Collaborating with internal and external parties to develop and execute end-to-end digital campaigns.
- Analyzing campaigns to identify areas of improvement, provide recommendations and implementation.
- Establishing strategy for revenue growth with existing and new partners.
- Envisioning and developing short- and long-term partnerships for both direct and complex marketing campaigns.
- Defining social KPIs and providing monthly reporting on social media performance across channels.
- Managing all corporate marketing functions including brand management, product launch, advertising, marketing collateral, and events.
- Organizing online scientific meetings.

Brand Manager

Kozmoklinik, Istanbul | Dec 2019 to Oct 2020

Kozmoklinik was established in 2002 to carry out the marketing, sale, and distribution of cosmetic and personal care products, makeup, fragrance, and hair care products, distributor of Church & Dwight UK Limited in Turkey.

- Worked closely with Sales, PR, and Corporate Affairs as well as within marketing functions to meet brand objectives.
- Managed the yearly budget & media plan, especially in digital marketing.
- Supported the setting of sales strategies
- Analyzed retail data, sales volumes, market share trends, and competitive activity.

Product Manager

Lotis Pharma, Istanbul| Aug 2015 to May 2018

Lotis Pharma is a dermatology-focused esthetic company and distributor of global skincare brands like NeoStrata, Hamilton, Dermaroller, Dermaheal, Isis Pharma, Synchroline in Turkey.

- Followed the market dynamics and competition •Developing recommendations and action plans accordingly.
- Followed the annual sales & marketing budgets
- Coordinated events, sampling activities, and other BTL projects with agencies.
- Prepared the forecast process with making market research for new products.
- Analyzed potential partner relationships for the products.

Marketing & Sales Support Specialist

Abdi Ibrahim Pharmaceuticals, Istanbul | Apr 2014 to Aug 2015

Abdi Ibrahim is the pharmaceutical industry leader in Turkey.

- Provided operational support to the marketing and sales team.
- Provided marketing event assistance.
- Supported the team in reporting; prepared weekly and monthly sales analyses.
- Interacted efficiently with other departments (logistics, purchasing department, etc.) to support marketing objectives.

SKILLS

Languages
Turkish: Native
German: Upper Intermediate
(Testdaf 19/20)
English: Advance
(Regent's Uni London Advance Class)

Computer Skills
Microsoft Office, SAP, Adobe
Photoshop, Illustrator, IMS Health

CERTIFICATES

Meta, Social Media Marketing
Professional Certificate (2023)

University of California, Online (2021)
The Strategy of Content Marketing

Google - Online (2021) Fundamentals
of Digital Marketing

Galatasaray University, Istanbul
(2014)
Marketing Communications