

Gizem Terzi Türkoğlu

SENIOR B2B MARKETING PROFESSIONAL

Beşiktaş, İstanbul

+90 532 7115016 || terzi.gizem@gmail.com



SUMMARY ||

I am a results-oriented self-starter and creative individual working with a sense of urgency and good follow up skills. I am not a tech person per se, however I have a strong acumen of the concepts.

I have had professional experiences mainly in the fields of B2B marketing, IT coordination, employer branding, sales, customer services, and general coordination in software services, online travel and e-commerce. In between corporate roles, I had my own business for 2 years as a birth photographer.

I am interested in technology and I am experienced in people management, especially IT teams. I wish to work close to tech and contribute to my company's success while growing and learning.

KEY SKILLS ||

- Great interpersonal communication skills
- Responsiveness and follow up skills
- Good knowledge on IT concepts and trends
- Analytical thinking
- Proven ability to design and execute successful campaigns
- Research skills
- Proven ability to relaunch corporate websites
- Proven ability to communicate with tech people
- Highly creative
- Content marketing – ability to conceptualise and execute
- Understanding of responsive design
- Basic coding understanding (HTML/CSS), UX and UI

WORK EXPERIENCE ||

MARKETING MANAGER KARTACA	PROJECT COORDINATOR METGLOBAL
MAY 2018 - DATE	JUN 2016 – FEB 2018
<p>Industry: Software Solutions</p> <p>Responsibilities</p> <ul style="list-style-type: none">- Lead the website redesign project (ongoing)- Initiate new product positioning model and new branding- Employer branding- Manage official social media accounts (Linkedin, Facebook, Twitter, Instagram)- Content marketing- Manage event organizations- Develop and oversee the production of marketing campaigns and materials and content- Collaborate with upper management, and design, sales and product development staff- Manage the promotional materials and corporate identity <p>Key Accomplishments</p> <ul style="list-style-type: none">- Lead new kartacal.com project (was live in Dec 2018)- Creating visibility with employer branding and social media activities (Increasing organic LinkedIn followers to 10K+ with thought leadership content)	<p>Industry: Online Travel & Travel Technology</p> <p>Responsibilities</p> <ul style="list-style-type: none">- Work closely with CEO on different projects and tasks and acted as a general coordinator of the company- Coordinate projects and project deadlines (8 different products)- Liaise with business teams to identify and define project requirements, scope and objectives; make sure that project owners' needs are met as the project evolves, communicate project status adequately to all participants, handle any issues that arise- Coordinate communication among all teams and interdepartmental issues, acted as middle man; supervise and motivate IT and Product Teams, act as point of contact for their issues- Organize quarterly business review meetings with overseas directors- Dig into companywide process problems and bottlenecks and bring them to the table; report and escalate to management as needed.- Manage the anonymous company internal communication platform- Work closely with HR on HR projects; marketing on marketing projects <p>Key Accomplishments</p> <ul style="list-style-type: none">- Lead new metglobal.com project- Google Cloud Success Story article- Defining Company values; Company Culture Booklet & training series; Newcomer Booklet, Leadership Booklet & training series- Leading HR projects (Defining KPIs, 360 Degree Evaluation, MetSocial)

PROFESSIONAL PHOTOGRAPHER GİZEM TERZİ PHOTOGRAPHY		JUL 2014 – JUN 2016
Freelance birth, baby, baby shower, birthday, wedding, event, corporate photographer (www.gizemterzi.com)		
ACCOUNT MANAGER EMARSYS		DEC 2012 – JUN 2014
Industry: Marketing Automation Solutions Responsibilities <ul style="list-style-type: none"> - The full account management life cycle (setup, custom implementation and on-going development). - Manage customer relations - In-depth analysis of email marketing activity and performance as well as suggestions for account development. - Train existing customers to use email marketing software - Ensure tasks are completed on time and to client's full satisfaction - Present best practices in terms of design opportunities and what to watch out for (General and E-Mail client specific no-goes), templates (focusing on industry of client), mobile templates, form templates, legal and deliverability requirements for templates - Take ownership in the Q&A from clients 		
EMAIL MARKETING MANAGER TRENDYOL		JUN 2012 – NOV 2012
Industry: E-commerce (Fashion Retailer) Responsibilities <ul style="list-style-type: none"> - Build the email marketing strategy and improve the client database - Deliver acquisition, engagement and retention campaigns to a client email database of 6M+ members - Plan, organize and create campaigns, segmentation, content, promotion and customer engagement activities in accordance with the email calendar and roadmap - Work closely with graphic design, product development and marketing teams to create visually appealing email templates and effective landing pages - Drive forward the performance of email marketing in terms of conversions, increasing revenue and ROI, decreasing churn and maintaining low unsubscribe rates - Actively use reporting, analysis and insight to develop and optimize campaigns - Implement testing plans for content, subject lines and offers to improve the results and relevancy of campaigns. - Integrate personalization and dynamic content to campaigns - Lead the relationships with ESPs and coordinate the integration process 		
MARKETING MANAGER HOTELSPRO		MAY 2011 – JUN 2012
Industry: Online Travel Wholesale (B2B) Responsibilities <ul style="list-style-type: none"> - In charge for all pricing and promotional activities - Strategic planning and brand management in accordance with the KPIs - Plan, prioritize and execute IT projects - Create and manage email marketing campaigns - Organize the whole process of trade fair exhibitions - Plan, design, and distribute newsletters - Coordinate the creation of printed promotional materials such as brochures, flyers, inserts, etc; standardizing corporate materials - Ensure the quality, functionality & performance of hotelspro.com - Work along with outsourced advertising and design companies - Conduct customer satisfaction surveys and report to the management - Manage the telemarketing team from overseas - Analyze competitors & market trends - Deliver sales and budget reports to upper management periodically 		
REGIONAL SALES MANAGER HOTELSPRO		MAY 2008 – MAY 2011
Industry: Online Travel Wholesale (B2B) Responsibilities <ul style="list-style-type: none"> - In charge for the sales generated from travel agencies located in Europe - Responsible for registering new travel agencies to the B2B online hotel booking system, through trade fairs, visits, e-mail campaigns and maintaining long-term relationship with registered travel agencies - Work on target basis; monitor sales figures of agencies - Cooperate with operational departments; follow up operational matters, complaints on behalf of travel agencies - Organize and coordinate new IT projects to improve current system and add new features; update website content, errors, omissions - Manage the process for promotional materials and newsletters - Exhibit /visit at least 15 worldwide tourism fairs a year - Deliver sales and budget reports to upper management periodically Key Accomplishments <ul style="list-style-type: none"> - Increased the number of member agencies by 250 %, revenue by 600 % and profit by 300 %, since the time I have taken over Sales Manager position in May 2008 - Managed the project and worked closely with IT on the new design, recoding and translation of HotelsPro website - Managed the renewing of the payment system and yield management projects 		
CUSTOMER SERVICES MANAGER HOTELSPRO		JAN 2008 – MAY 2008
Industry: Online Travel Wholesale (B2B) Organize and manage the team for all operational process including amendments, cancellations, complaints, chargebacks, e mails, call center both in Istanbul and Kuala Lumpur offices.		
RESERVATIONS AGENT HOTELSPRO		MAY 2006 – JAN 2008
Industry: Online Travel Wholesale (B2B) Deal with all customer related operational process including answering emails regarding amendments, cancellations, complaints, chargeback, answering phone calls, charging credit cards.		

INTERNSHIP	
GRAND HYATT ISTANBUL	Executive floor reception (JUN 2005 - AUG 2005)
HILTON ISTANBUL	Banquet office (JUN 2004 - AUG 2004)

FORMAL EDUCATION	
BOGAZICI UNIVERSITY	Tourism Administration (Honour student), 2001 – 2006
BORNOVA ANADOLU LİSESİ (İZMİR)	1994 – 2001

SEMINARS / COURSES	
Brand Storytelling 4.0	THAATS.IT, 2018
Introduction to Big Data	SMARTCON, 2016
Photography	BURAK BULUT, 2014
Web & Graphic Design	BILGE ADAM, 2011

SKILLS	
LANGUAGES	
English	Full Working Proficiency
German	Beginner
Italian	Beginner
TOOLS	
Windows, Mac, Linux OS - Adobe Photoshop, Adobe Lightroom – MS Office Programs – Basic HTML /CSS – Wordpress	

REFERENCES	
<p>Arzu Sütçü Head of Online - Travellanda +90 542 314 5357</p>	<p>Nuri Özlü Head of Product - Gobaba +90 542 238 2321</p>