

SINEM DEMIRBILEK

Pricing & Revenue Analyst

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EXPERIENCE

Revenue Man. & Pricing Regional Manager 11/2022 - Present
Turkish Airlines Inc Istanbul

- Revenue Management & Interline pricing manager for Africa & Middle East
- Develop offline routes and support online network through partnerships with airline companies.
 - Lead negotiations on rates, settlement provisions, and all revenue-related issues between the parties. Conduct a thorough analysis of agreement performance and made proactive decisions.
 - Make decisions and analyze all commercial agreements in Africa & Middle East for optimal revenue development, profitability, and network expansion. This includes managing Special Prorate Agreements, Codeshares, Joint Ventures, and Protection Agreements.
 - Execute tactical, long- and short-term pricing strategies for All Africa & Middle East Interline destinations. Achieved a 30% increase in the number of passengers and a 25% boost in income based on the data from the last two quarters. Successfully re-evaluated the pricing levels of 40 agreements, implementing a half of them in increases within a year. Managed a budget of around 100M USD.
 - Conduct historical data analysis to evaluate the performance of all agreements, implementing aggressive commercial strategies for improvement.

HR Project Manager 01/2019 - 10/2022
Turkish Airlines Inc Istanbul

- Human Resources Management Engineer / Travel and Time Management
- Focus on time management, employee self-service portal enhancement, and system improvement.
 - Specialized in improving business processes, business development, and the automation of manual processes.
 - Proactively identified process improvement opportunities and led the development and management of new projects related to Robotic Process Automation (RPA) and digitalization.

Catering Contracts Management Specialist 01/2015 - 01/2019
Turkish Airlines Inc Istanbul

- Catering and Inflight Products Directorate Engineer / Catering Contract
- Catering and Inflight Products Directorate Engineer specializing in Catering Contracts. Identify process improvement opportunities and develop/manage new projects, such as the price approval system and online meal selection for business class.
 - Conduct assessments of market conditions in North & Latin America and China for overseas destinations where catering, products, and services need to be purchased.
 - Manage and control competitive market conditions, and choose menus based on market conditions, TK standards, and prices. Executed and finalized high-budgeted tender processes (approximately 5M USD per year), and was responsible for 8 stations with a 40M USD budget control for a year.
 - Manage and control cost entries of services purchased through catering on the SAP system, emphasizing cost management.
 - Track suppliers' performance, evaluate feedback, and take necessary precautions. Maintain contact with catering companies, resolve problems, and manage processes smoothly. Ensure customer satisfaction is maintained and increased through regional marketing activities.
 - Lead the establishment of Air Albania's catering company and work as a consultant for catering processes.

SUMMARY

Having spent a decade as an industry engineer primarily in the travel/aviation sector, I've engaged in diverse projects in various roles, notably as an analyst. Progressing through business analysis and exploring different project positions, I've come to the realization that business analysis is the profession I'm truly passionate about.

As a person characterized by curiosity, cheerfulness, pragmatism, and a people-oriented approach, I derive immense satisfaction from taking ownership of the projects I work on. Furthermore, I enjoy sharing my knowledge with my teams and anyone interested in the field.

LANGUAGES

Turkish	Native	●●●●●
English	Proficient	●●●●●
Spanish	Advanced	●●●●●

SKILLS

SAP (HR-MI) · Microsoft Excel ·
Troya · SPSS

EDUCATION

MSc. Production Management and Marketing

Marmara University
2013 - 2014

Industrial Engineering

Marmara University
2007 - 2012

6.5/9

IELTS
2022 - Present