



Utku Gürçü

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Experienced Head of Digital & Ecommerce with a background in Business Administration, proficient in English, German, and Turkish. Dedicated volunteer in Agricultural Organization. Seeking a challenging role as an Ecommerce Manager or Account Manager to utilize my skills in driving online sales and managing client accounts effectively.

WORK EXPERIENCE

05/2024 – present
Ankara, Türkiye

Head of Digital & Ecommerce miaderm

- Led digital marketing efforts, resulting in 30% online sales growth.
- Optimized e-commerce platform, improving conversion rates by 15%.
- Partnered with influencers and vendors to expand brand reach.
- Launched and grew a successful cosmetics e-commerce site, increasing revenue by 50%.
- Implemented marketing campaigns, resulting in 30% increase in repeat business.
- Partnered with top cosmetic brands.

06/2021 – 12/2023
Ankara, Türkiye

North & Middle Anatolia Area Manager Reckitt

- Implemented strategic sales plans to increase market share and drive revenue growth in the North & Middle Anatolia region.
- Led a team of sales representatives to exceed quarterly targets and achieve a 35% increase in sales volume.
- Established and maintained strong relationships with key clients and distributors, resulting in improved customer satisfaction and loyalty.
- Analyzed market trends and competitor activity to recommend pricing strategies and product enhancements, leading to a 15% increase in profitability.

09/2018 – 06/2021
İstanbul, Türkiye

Category Specialist Şok Marketler

- Managed key accounts, contributing to 10% of Şok Market revenue.
- Led Private Label product creation, achieved targets.
- Developed sales strategies.
- Negotiated with suppliers.
- Generated reports.
- Managed marketing content.
- Collaborated across departments.

08/2017 – 09/2017
İstanbul, Türkiye

Export Sales Intern Eczacıbaşı Yapı Ürünleri Grubu

- Identified export opportunities and developed market entry strategies.
- Assisted in sales presentations for international clients.
- Managed communication with overseas customers.
- Collaborated to streamline export processes.

06/2016 – 07/2016
İstanbul, Türkiye

International Sales Intern Şişecam

- Helped develop international sales strategies through market research and competitor analysis.
- Collaborated on sales presentations for foreign clients.
- Participated in client meetings.
- Managed communication with overseas distributors.

08/2014 – 09/2014
İstanbul, Türkiye

Dairy Category Management Intern METRO/MAKRO Cash and Carry

- Analyzed market trends and competitor strategies for dairy products.
- Assisted in developing promotional plans and pricing strategies.

WORK EXPERIENCE

- Collaborated to optimize product placement.
- Utilized data analytics to track category performance.

EDUCATION

09/2012 – 06/2018
Ankara, Türkiye

Business Administration | Bachelor's Degree
Middle East Technical University

09/2022 – present
İstanbul, Türkiye

Computer Technology | Associate's Degree
Marmara University

- Proficient in JavaScript, C, and HTML5.
- Advanced problem-solving skills.
- Expertise in creating solutions with programming languages.
- Implemented new tech for optimized performance.

LANGUAGES

Turkish
NATIVE

English
FULL

German
LIMITED

VOLUNTEERING

06/2013 – 08/2013
Paris, France

Volunteer in Agricultural Organization
Etudes et chantiers Ile-de-France

- Collaborated with an international team to support the operations of an agricultural organization
- Developed cultural intelligence through exposure to diverse perspectives and approaches
- Enhanced problem-solving skills by navigating situations in a multicultural setting

05/2015 – 05/2016
Ankara, Türkiye

President
METU Business Club

- Led the board of directors as President, executing critical decisions regarding club projects
- Developed innovative management strategies to optimize resource allocation and increase efficiency

STRENGTHS

Excellent interpersonal skills Strong communication abilities Proven track record Strategic thinker Results-driven

Client relationship management Strategic planning Marketing expertise Data analysis Team leadership

E-commerce platforms Revenue growth

HOBBIES



Exploring distant lands



Getting lost in a good book



Capturing moments



Feeling the music