

**EDA YAZGANOGLU EREN**

Mavisehir-İzmir

Mobile Tel: 0 532 594 12 47 [eyazganoglu@gmail.com](mailto:eyazganoglu@gmail.com)

<https://www.linkedin.com/in/eda-y-09581067/>

**PROFESSIONAL EXPERIENCE****ALSANCAK UNLU MAMULLER****İZMİR, May/19 – May/21****Marketing Manager-Responsible for Marketing, Franchise Activities**

The company was established in 1924 and is managed by 4th generation representatives. 350 to 450 different products are produced daily in the factory, serving approximately 80 franchises located in 4 distinct of Turkey. (Ege, Akdeniz, Marmara, İç Anadolu) in 3 different concepts. (Kitchen, Patisserie and Station). Position reports directly to General Manager.

- Identify, develop and evaluate marketing strategies based on knowledge of local customer objectives and market trends.
- Collaborating with marketing team (2 of insider, 3 of outsourcing) on standardization, design and production of marketing materials.
- Developing innovative product solutions grounded in clear understanding of customer needs and trends.
- Developing new menu requirements, analyzing costs and finding purchasing needs in NPD processes.
- Writing creative and engaging briefs for internal and external agencies.
- Conceptualizing and managing 8-10 Google ADV and SM campaigns within an average ROI of %45 in the last 2 years.
- Communicating and coordinating with approx. 80 franchises concerning all company's products, services, announcements and customer complaints.

**PAGMAT PAMUK TEKSTİL GIDA SAN. VE TİC. A.Ş.****MANİSA, Nov/18-Jan/19****Sales and Marketing Team Leader- Responsible for Sales, Exporting Activities**

- Responsible for customer account managing and export sales activities.
- Determining the export prices based on each export country taking into consideration the market conditions and competition.
- Seeking new business opportunities as well as maintaining and supporting existing activities.
- Dealing with customer complaints, ensuring corrective action is taken and the best service is maintained.
- Following customer payments.

**UNMAS UNLU MAMULLER SAN. VE TİC. A.Ş., UNO EKMEK****İSTANBUL, Dec/07-March/09****Assistant Product Manager-Responsible for Marketing Activities.**

- Developing and implementing marketing plan.
- Closely monitoring and analyzing sales volume, market share trends and competitive activities.
- Assisting in developing and executing promotional initiatives to profitably increase consumption within budgeted parameters. e Responsible for the planning, coordinating and monitoring of advertising & promotional activities for both Uno and Unx Brand in close coordination with Communication Department and various advertising agency.
- Identifying and implementing promotions (Testaments & In-store activities) that are critical to achieve the desired brand positioning, sales and activation targets.
- Developing and managing pricing strategy across products and channels considering competitive environment.
- Following market development, competitive pricing levels, competitive actions and market shares.
- Regular market visits.

**IBRAHIM POLAT HOLDING****IZMIR, March/04 -Dec/06****EGE VITRIFIYE SAGLIK GERECLERI SAN. VE TIC. A.S.****Sales and Planning Executive-Responsible for Export Activities.**

- Deal with customer complaints, design and develop solutions.
- Plan all export orders considering both production schedule and delivery times.
- Sustain customer relations and co-operate with the production-planning department in order to respond to demands
- Manage logistics-communicated with logistic agencies to arrange shipments via vessel & truck. (App.30 ct and 5 truck shipments per week)
- Follow up the custom clearance, foreign currency and credit subscription issues.
- Co-operate with the finance department for closing the subscription of incentives certificates.
- Follow up the current accounts and payments of all export costumers, contacted regularly with customers' finance departments and report current account balance to senior management.
- To monitor all export documents prepared for all European Countries, USA and Israel, Azerbaijan, Australia, Dubai, Cyprus.

**Oracle Project, Sep/05-Jun/06**

Setting up and implementing the "Oracle Applications" working as a part of a cross-functional team. Responsible by oneself for Exporting, Domestic Marketing and Sales Activities, Order Management, Logistic Management, Warehouse Management, Foreign Trade Management. Responsible for shaping a group and more importantly have recently shown an ability to single-handedly manage a dynamic team of other executives to set up and implement Oracle (database) systems to integrate with holding branches both home and abroad. I had to implement the changes needed and in doing this show my personal innovative and adapt readily to the changing environment. In addition, my role was to monitor the system in action seeking to improve its efficiency.

**YASAR HOLDING - YASAR DIS TICARET A.S.****IZMIR, 2002-2003****Financial Controller-Responsible for credit analysis.**

- Monthly/Yearly cost analysis of credits.
- Team-leader of strategic planning of the forecasted credits.
- Correspond with both domestic and foreign banks.
- Monitored the documentation of the above said correspondence.
- Projection of the payments and revenues.
- Handled the analysis of profitability and efficiency of the Import/Export activities within the company.
- Fulfilled other duties regarding the financial controller position.

**SABANCI HOLDING - OLMUKSA A.S.****IZMIR, 2000-2001****Part time-Responsible for Marketing Activities.**

- Marketing, intensive contact with clients.
- Worked in full cooperation with the production-planning department.
- Also monitored stocks, prepared the analysis of the raw materials and the finished goods in order to support marketing activities.

**EDUCATION****OXFORD MEDIA & BUSINESS SCHOOL****OXFORD, UNITED KINGDOM, 2006-2007**

Degree-Graduated with Distinction Honors

Chartered Institute of Marketing (CIM) Professional Diploma in Marketing

**EGE UNIVERSITY, BBA in Marketing****IZMIR, 1996-2001****60 YIL ANADOLU LISESI****IZMIR, 1989-1996**

## **BUSINESS AND PROFESSIONAL TRAINING**

- MCI-Mediacat Communication Institute, In-Store Marketing Workshop ISTANBUL, Nov/08
- Aegean Exporters" Associations, Exporting Rules and Legislation, Government Incentives of Exporting, Existing to World Market, Eximbank Credits at Exporting IZMIR, Apr /04- May/04
- Izmir Chamber of Commerce Certificate Program of "Exporting-Importing" IZMIR, Sep/01 –Dec/01
- Olmuksa A.Ş. Foreign Trade Department, Sabanci Center, Exporting Training ISTANBUL, May/01

## **FURTHER TRAINING & OUALIFICATIONS**

- Seminar program of Exporting Rules and Legislation, Government Incentives of Exporting, Existing to World Market, Eximbank Credits at Exporting supported by Aegean Exporters" Associations Apr/04- May/04
- Full clean driving license active since 1997.
- Excellent use of Windows XP, Office XP, All Internet Applications, AS400, Oracle Applications. (All advanced level).
- English (advanced)

## **ACTIVITIES**

Member of Chartered Institution of Marketing.  
Jewelry design, cooking.

**REFERENCES** On request.