

SEVNUR BUZCU

MARKETING LEAD



ABOUT ME

After nearly one year of Export Sales Support Specialist experience, as a Marketing Lead, I lead a team with processes such as product development & design, marketing strategies creation and execution, event & fair planning and social media management.

PROFESSIONAL SKILLS

- Good command of English
- Analytical thinking and problem solving skills
- Microsoft Office (Word, Powerpoint, Excel)
- CRM

INTERESTS

- World Dances
- Cookery
- Theatre

CONTACT

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WORK EXPERIENCE

Marketing Lead

Seres Foods | July 2023 - Present

- Preparing and organizing domestic and international trade fairs, promotions and presentations
- Promotion, new product/customer listing and all kinds of sales improving ideas, design processes management
- Preparing and interpreting the reports of the sales (online, price competition)
- Performing customer satisfaction analysis and working to increase satisfaction

Export Sales Support Specialist

Seres Foods | October 2022 - July 2023

- Assisting in the finalization of the projects followed by the export department of the company.
- Organizing and tracking all export procedures (Export documents, logistics, customs, etc.)
- Management of international fair organization processes

Production Engineer Intern

SGS Dairy and Food Industry Inc. | Jun. 2021 - Jul. 2021

- To observed the product and production management processes for the production of reliable and high quality dairy products.
- To learned about the quality and microbiological analysis methods of milk and dairy products and the devices used for them.

EDUCATION

Izmir Institute of Technology

Food Engineering | 2016 - 2021

Izmir Ataturk High School

2012 - 2016

BASIC SKILLS

- Communication skills
- Stress Management
- Project management
- Quick learning and practice
- Observation and Adaptation