Elif Bakiler

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**PROFFESSIONAL PROFILE:**

A cross-functional professional with more than 18 years of experience in internet industry; strengths include;

* e-Commerce / e-Retail - Marketing Strategies - Performance Marketing
* e-Business Strategies - Brand Building - Project Management
* Go to Market Strategies - Digital Marketing - Team Building
* Digital Product Development - Web Analytics - *Intra*preneurship

Extensively experienced in all aspects of management of digital projects. Demonstrated managerial skills by planning and implementing many online projects by combining both creativity and technology. Capable of coordinating multidisciplinary teams and to work with full P&L responsibility.

**CAREER DETAILS:**

**Sr. Project Manager & Advisor** October 2014- present

e-brain

 Sr. Project Manager & Advisor with expertise in Omnichannel retail, e-Commerce, digital projects and startups.
Work with multiple companies to create foundation, refine, recommend enhancements, and drive scalable growth both internally and externally via product, marketing, operations. Provide consultative leadership in the successful execution of projects including evaluating strategic business needs, identifying requirements, creating business case justifications, and proposing appropriate solutions. Especially focusing on SAP/Hybris platform projects in the Turkish market.

**Sr. e-Commerce Manager** November 2012 – October 2014

Mavi Jeans

Planning, integrating and developing e-commerce channel for the leading international fashion retailer Mavi. Defining and leading all strategic, commercial, creative, operational, technical, marketing and organisational activities to drive sales and profit growth. Managing the project on Hybris/SAP based e-commerce infrastructure with German outsource development team. Introducing the first concepts of Omni-channel Retail applications. Starting the online internationalisation project for EU, Watching the trends in global arena and applying relevant practices onto mavi.com. Directly reporting to General Manager with a team of 12 and full P&L responsibility. Realised a growth of %250 on revenue, %230 on traffic in one year.

## General Manager February 2012 – November 2012

Otto Group Turkey /[www.arabulvar.com](http://www.arabulvar.com)

Developed the concept ideas and managed new projects of Otto Group in Turkey; starting with the marketplace operation called www.arabulvar.com. Launched the marketplace with 50.000 products and 70 merchants in 4 months by utilising Otto Group Turkey /Limango resources. Worked in a matrix organisation with direct relations with Finance, Legal, IT, Web Design, Marketing, Customer Management Teams and hired a sales team of 15.

## General Coordinator

Hürriyet Markeplace / Yeniçarşım.com December 2010 - January 2012

Initiated, developed and launched [www.yenicarsim.com](http://www.yenicarsim.com); a marketplace start-up for leading media group; Hürriyet.

* Prepared the feasibility study, business model and business plan, influenced board members for internal investment.
* Built a team of 45
* Acted as a General Manager with full P&L responsibility and financial & managerial accountability
* Managed the operation with four direct reports handling Sales, Marketing, Business Development, Information Technology, Product Development, Category Management, Customer Services, Administration, Legal and Finance.

## Group Marketing Manager

Hürriyet Internet Group May 2009 – December 2010

Led the marketing management and coordination all the group’s websites; The Leading news portal, 3 classifieds, 2 community portal, 1 deals site, 1 financial services comparison site. This included;

- Strategic marketing

- Brand building

- Coordination of marketing teams

- Developing marketing campaigns using online and offline media

- Budgeting, 3rd party selection, group buying

- Media planning, market research, performance evaluation.

- Performance marketing

## Marketing & Business Development Manager

Hürriyet Classifieds / Hürriyetemlak.com/Hurriyetoto.com February 2008 – May 2009

Managed a team of 17 people, executing Marketing Communications, Strategic Planning, Business Development, Product Development, Customer Relations, Web Design, Editorial Content and Reporting teams.

## Marketing & CRM Manager

## Hearst Digital /Vatan Online September 2006- January 2008

Started with [www.realage.com.tr](http://www.realage.com.tr). A multinational Health Media Company belonging to Hearst Digital.

* Planned and implemented marketing strategies for the Turkey operation including budgeting, brand management, marketing communication and content strategy.
* Established the initial CRM structure and completed the acquisition project of 800.000 Turkish members.
* Established the required analytics platform for Marketing Decision Making and Customer Segmentation Process

## Executive Commitee Member / Database & Digital Marketing Director

## BBDO Group Turkey – Proximity Istanbul 2004 - 2006

Developed strategies for various Marketing projects including Online Marketing, Web Design, Customer Segmentation, Loyalty Programs, 1to1 Communication Programs, Mobile Marketing, Direct Marketing, and Promotion Campaigns.

Managed Database & Digital Marketing Team including Project Managers, Database Managers, Analysts, Call Center.

Major Clients: BenQ, TellCom, HP, Garanti Bankası, Nivea, Marshall, Shell, Ak Emeklilik, Whiskas, Diageo, Bayer

## Direct Marketing Group Director

## Peppers & Rogers Group Turkey – DirectCom 2002- 2004

* Established the required business structure for a Database Marketing Agency.
* Leading a team of 12 people: Project Management, Strategic Planning, Creative and Database departments.
* Responsible of management of all working processes including new business, client relations, creative development, database analysis and technology, human resources and training.

Major Clients: Turkcell, Yapı Kredi Bankası, Coca Cola, Beymen, Brisa, Paro, Milupa, Diageo

### **Marketing & Product Development Manager**

### İXİR e-Commerce1999 - 2001

* Designed and executed marketing strategy for e-retail department including Brand Management and Marketing Communication functions.
* Supervised Product Development Department on CRM implementations, technical project management, web development and web design activities
* Leader of the team by the establishment of Turkey’s first professional on-line department store “www.zakki.com”
* Developed strategies for online grocery, finance portal and auction web site.
* Member of “Doğuş Customer” CRM project team.

### **Interactive Project Director & Strategic Planning Director** 1996 – 1999

### Ajans Ultra

* Initiated the project Turkey’s first Interactive Advertising Agency; ULTRA@KTIF within Ajans Ultra.
* Handled client relationships of digital accounts:www.vakko.com, www.powerfm.com.tr, www.bayindirbank.com.tr www.kurtsan.com, www.lcwaikiki.com.tr
* Leader of a team that won Turkey’s fist web design Crystal Apple award.
* Managed Brand Communication Planning for major agency clients like; MasterCard, Vakko, LCWaikiki, Bayındır Bank, Nortel Networks, Kopaş/Voila Hair Color and new business
* Managed accounts; Vakko, Nortel Networks/ Netaş, Mastercard, Kopaş/Voila Hair Color, Gön Deri, Power FM

**Account Supervisor**

Güzel Sanatlar / Bates İstanbul1995-1996

Managed accounts; Beko, Koç Holding, Beldesan,Yamaha

**Koç Holding Management Trainee & Advertising Specialist**

Arçelik A.Ş.1993- 1995

## Coordinated agency relations for Sales Promotion campaigns and TV-Audio equipment.

Responsibilities included budgeting, Press & TV media planning and coordinating sponsorship activities

**PERSONAL:**

Teacher at Bahçeşehir University MBA Program

Inspirational Speaker

International Webit Conference Ambassador

Member of International Advertising Association Turkey Chapter

Founder member of IAB Turkey

Languages: Native Turkish. Fluent in English and German, beginner level Spanish

Interests: Eastern philosophy, singing, scuba diving, snowboarding

**EDUCATION:**

## Kadir Has University 2009 - 2011

 Masters Degree in New Media

## Bilgi University 2000 - 2002

 Design Culture & Management

**Bilkent University** 1989 – 1993

 Bachelor of Science in Management

 **İstanbul Erkek Lisesi** 1982 - 1989

 Studied high school curriculum in German and English

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Project Portfolio

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| --- | --- | --- | --- |
|  |  |  |  |
| **Brand** | **Industry** | **Project** | **Function** | **Year** |
| neredennereye.comthelifeco.commavi.com | e-commerce Travele-Commerce Healthe-Commerce Fashion | GrowthGrowthEstablishment and Management | Advisory board memberConsultante-Commerce Manager | - Present |
| supplementler.com | e-Commerce Supplements | Web Design Project Management | Consultant | Fall 2012 |
| balerin.com | e-Commerce Cosmetics | Web Design Project Management | Consultant | Fall 2012 |
| arabulvar.com | e-Commerce Marketplace | Establishment and General Management | General Manager |  |
| yeniçarşım.com | e-Commerce Marketplace | Establishment and General Management | General Coordinator | 2011-2012 |
| hurriyet.com.trhurriyetemlak.comhuriyetoto.comanneyiz.bizyenibiris.comtipeez.comhurriyetkiyasla.com | News Portal | Marketing Management | Marketing ManagerBusiness Development ManagerBusiness Development ManagerMarketing ManagerMarketing ManagerMarketing ManagerMarketing Manager | 2009- 2011 |
| Classifieds / Real estate | Product Development Management |
| Classifieds / Automotive | Product Development Management |
| Content  | Marketing Management |
| Classifieds /jobs | Marketing Management |
| Community / Games Portal | Marketing Management |
| Comparison site | Marketing Management |
| realage.com.tr | Health Portal | Marketing Management | Marketing & CRM Manager | 2006-2008 |
|  |
| Garanti Bank – Flexi card | Banking | Online Marketing | Strategic Planner | 2006 |
| BenQ - www.yardimcin.com | Community Site Electronics | Web Design | Project Director | 2006 |
| www.marshall.com.tr | Corporate Web site Painting | Web Design | Project Director | 2006 |
| Nivea | FMCG -Cosmetics | e-mail marketing  | Project Director | 2004-2005 |
| Turkcell Firstclass | Corporate web site Telecomm. | Information Design | Strategic Planner | 2003 |
| turk.net | Content Portal | Online Marketing | Consultant | 2002 |
| mynet.com.tr | Content Portal | Marketing Communications & Online Marketing | Consultant | 2001 |
| Pips Interactive | Advertising Agency | Establishment of the Digital Agency | Managing Partner | 2001-2002 |
| worldcard.com.tr | Corporate web site Banking | Web Design | Project Manager | 2001 |
| Ixir e-commerce | e-Commerce Retail | e-Retail Web Development | Product Development Manager | 1999-2000 |
| LCWaikiki.com | Corporate web site Fashion | Web Design | Project Manager | 1999 |
| PowerFM.com.tr | Corporate web site media  | Web Design | Project Manager | 1999 |
| Bayındırbank.com | Corporate web site Banking | Web Design | Project Manager | 1999 |
| Vakko.com/Vakko e-Shop | e-Commerce Fashion | Web Design – First web design award in Turkey | Project Manager | 1999 |
| Ultra@ktif | Advertising Agency | Establishment of the Digital Agency  | Project Director | 1999 |
| Kocholiding.com.tr | Corporate web site | Web Design | Project Manager | 1995 |
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