



# GÖKHAN KORKMAZ

Marketing Manager

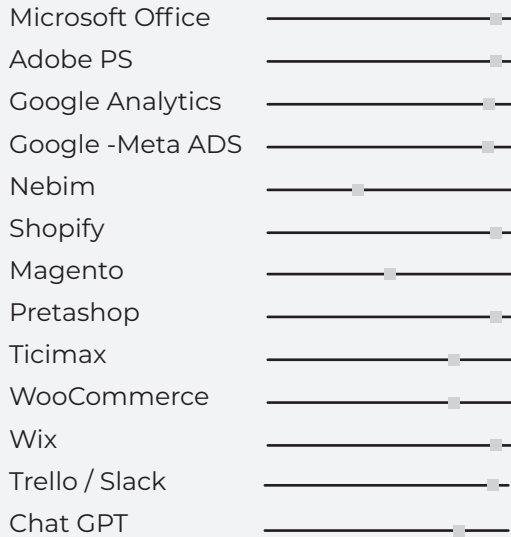


## CONTACT

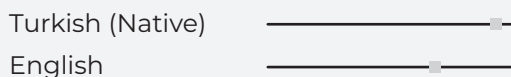
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## EFFICIENCY



## LANGUAGE



## HOBBIES

- Action Figures Collectioner  
Collection Categories: Marvel, DC, Game of Thrones, Harry Potter
- Motorcycle
- Technology
- Console Games
- Basketball



## ABOUT

I have managed numerous brands and projects since graduating with a degree in Sociology from Anadolu University. I have extensive experience in Project and Brand Management, where I've overseen all aspects of branding, team management, and project execution.

### Career Goal:

As a dedicated professional aiming for success, I am continuously seeking new job opportunities and challenges with unique international brands that require expertise in brand management, strategy, business development, and product and category management.

### Summary:

- Executing all offline and digital marketing activities necessary for brand development and effective communication.
- Establishing legal and software systems for brands aiming to launch e-commerce operations aligned with their commercial objectives.
- Researching new online marketing trends and integrating these strategies into brand practices.
- Planning and managing marketing expenses with a focus on maximizing ROI, data analysis, reporting, and improvement.
- Utilizing community engagement tools to enhance client experience.
- Conducting competitor analysis and monitoring industry trends.
- Supervising departments and delegating responsibilities effectively.
- Developing and implementing SEO strategies.
- Staying up-to-date with social media guidelines, design trends, and developments in digital marketing.
- Collaborating with agencies on digital marketing efforts, including ads, personalization, and email marketing.



## EDUCATION

Anadolu University - Sociology (BA) Eskişehir, Türkiye	2009 - 2015
İstanbul University - Brand Communication (Associate) İstanbul, Türkiye	2021
İTO ATL - Computer Programming İstanbul, Türkiye	2006 - 2010



## CERTIFICATE & SEMINARS

Marketing Directorate Certificate of Achievement LABA	2024
Digital Leadership Galatasaray University	2024
Digital Marketing & Social Media Education Olgu Şengün	2024
Team Building and Management BTK Academy	2023
Basics of Digital Marketing Google	2021
Digital Marketing & Social Media Education Olgu Şengün	2020
Fail Reasons in Digital Marketing & Secrets of Increase Sales Olgu Şengün	2020
Target Focusing & Self Meditation with NLP İstanbul İhracatçı Birlikleri	2020
Türkiye E-Commerce Summit Türkiye İhracatçılar Meclisi	2017



## WORK EXPERIENCE

### Marketing Manager - EMPERA • Full-time Jun 2024 - Present

Istanbul, Turkey • On-site

As the Marketing Manager at Empera, I lead the company's marketing initiatives to enhance brand growth and market presence. My role encompasses digital marketing, e-commerce management, brand strategy, and team leadership. By collaborating with cross-functional teams, I ensure that our marketing campaigns align with Empera's business goals.

#### Responsibilities:

**Strategic Planning:** Develop and implement marketing strategies, and conduct market research to identify growth opportunities.

**Digital Campaigns:** Plan and execute SEO, SEM, social media, and email marketing campaigns, monitoring and optimizing for maximum ROI.

**E-commerce:** Enhance the online shopping experience to increase conversions.

**Content Creation:** Collaborate with agencies and internal teams to produce high-quality content, including product descriptions, blog posts, social media updates, and newsletters.

**Analytics and Reporting:** Use data analysis tools to track marketing effectiveness, and provide reports and insights to senior management with recommendations.

**Budget Management:** Oversee the marketing budget, optimizing resource allocation, and monitor spending to ensure alignment with budget.

**Team Leadership:** Lead a team of marketing professionals, providing guidance and support, and fostering a collaborative and innovative work environment.

**Partnerships:** Build and maintain relationships with agencies, media, and influencers, and negotiate contracts to manage vendor relationships.

**Trends and Innovation:** Stay updated on industry trends and new technologies, exploring new marketing tactics to keep Empera at the forefront.

### Digital Marketing Manager

Mar 2024- Jun 2024

As the Digital Marketing Executive at Empera, I successfully led and executed key digital marketing strategies that drove significant growth and strengthened our online presence. In this role, my primary responsibilities included:

**Strategic Planning:** Developed and implemented comprehensive digital marketing strategies aligned with the company's objectives, encompassing market analysis, campaign planning, and performance optimization.

**Team Leadership:** Managed and inspired the digital marketing team to achieve outstanding results, fostering a culture of innovation and continuous improvement.

**Content Management:** Oversaw the creation and distribution of engaging content across various digital platforms—including the company website, social media, and email campaigns—to connect with our audience and build brand loyalty.

**SEO & SEM:** Implemented search engine optimization and marketing techniques to boost visibility and rankings, driving both organic and paid traffic.

**Social Media Management:** Led social media strategy to engage with the community, enhance customer relationships, and support promotional efforts.

**Data Analysis & Reporting:** Utilized analytics tools to monitor, analyze, and report on campaign performance, making data-driven decisions to optimize future marketing efforts.

**Budget Management:** Efficiently allocated and managed the digital marketing budget to maximize ROI and achieve financial objectives.

I am proud to have leveraged my skills and expertise to contribute to Empera's success, driving meaningful engagement with our customers and stakeholders through innovative digital marketing initiatives.



## WORK EXPERIENCE

### **General Coordinator - Flaw Wear · Full-time Oct 2023 - Mar 2024 -** **Istanbul, Turkey · On-site**

As a dedicated General Coordinator at Flaw Wear, I specialized in overseeing comprehensive strategies to enhance coordination and achieve the organization's strategic goals. In this role, I led efforts to align various departments and teams, ensuring a unified approach to meet the company's objectives.

#### **Key Responsibilities:**

- **Defining and Implementing Strategic Goals:** Established and executed strategic goals to propel the organization forward.
- **Facilitating Departmental Coordination:** Ensured seamless coordination among different departments to optimize business processes.
- **Project Management:** Led large-scale projects, providing effective leadership to project teams for timely and budget-compliant completion.
- **Strategic Communication:** Spearheaded communication with internal and external stakeholders to enhance the company's reputation.

#### **Core Strengths:**

- Proven ability to strategize and manage projects in alignment with organizational objectives.
- Expertise in fostering collaboration and effective communication among diverse teams.
- Skilled in financial management and overseeing budgetary performance.

#### **Approach:**

I excel at continuously monitoring the effectiveness of implemented strategies, utilizing data and feedback to make informed adjustments. I am passionate about integrating innovation into operational methods and exploring new technologies and creative approaches to enhance organizational efficiency.

#### **Balancing Analytical Thinking with Leadership:**

As a General Coordinator, I blended analytical thinking with effective leadership. By staying current with industry trends and understanding the evolving organizational landscape, I contributed to the sustained growth and success of the company. I take pride in my ability to translate complex organizational visions into clear, compelling, and impactful strategies.

### **Brand Wardrobe · Brand Strategy and Communication Consultant - Freelancer** **Sep 2023 - Mar 2024 Istanbul, Turkey · Remote**

As a dedicated Brand Strategy and Communication Consultant at Brand Wardrobe, I specialized in developing comprehensive strategies to enhance brand positioning and communication. I worked closely with clients to understand their unique brand identity, values, and objectives.

#### **Key Responsibilities:**

- **Market Research and Analysis:** Conducted thorough market research and competitive analysis to identify trends and consumer preferences, which helped craft targeted brand strategies that resonated with the target audience.
- **Strategic Messaging:** Collaborated with cross-functional teams to develop clear and impactful messaging that effectively communicated the brand's story.
- **Integrated Communication:** Designed and implemented integrated communication strategies, including digital marketing campaigns, social media initiatives, and public relations efforts, to ensure the brand's message reached the right audience at the right time.
- **Channel Management:** Created cohesive brand experiences across various communication channels, leveraging both traditional and digital platforms to enhance brand visibility.



## WORK EXPERIENCE

- **Continuous Improvement:** Monitored the effectiveness of strategies, utilizing data and feedback to make informed adjustments, and incorporated innovative and creative approaches to engage audiences meaningfully.

### Approach:

I am passionate about integrating analytical thinking with creativity in my role. By staying ahead of industry trends and understanding the evolving consumer landscape, I contribute to the growth and success of the brands I work with. I take pride in my ability to translate complex brand visions into clear, compelling, and impactful communication strategies.

### **Wednes · Brand Strategy Consultants - Freelancer** Jul 2023 - Jan 2024 - Beşiktaş, Istanbul, Turkey · Remote

As a dedicated Brand Strategy Consultant at Wednes, I specialized in crafting innovative and effective brand strategies. My role involved understanding the unique essence of the Wednes brand and translating it into compelling strategies that resonate with our target audience.

### Key Responsibilities:

- **Market and Consumer Analysis:** Worked closely with cross-functional teams to analyze market trends, consumer behavior, and competitive landscapes. Conducted in-depth research and analysis to identify insights that drive impactful brand strategies, enhancing visibility and fostering meaningful customer connections.
- **Client Collaboration:** Collaborated with clients to understand their goals and objectives. Developed comprehensive brand strategies encompassing brand positioning, messaging, and customer engagement tactics aligned with their vision and objectives.
- **Strategic Monitoring:** Continuously monitored strategy effectiveness, making data-driven adjustments to ensure optimal results.
- **Innovation and Technology:** Stayed ahead of industry trends and leveraged emerging technologies to create innovative and memorable brand experiences.

### Approach:

I am passionate about combining creativity with analytical thinking to elevate the Wednes brand, driving growth and fostering long-lasting customer loyalty. My dedication to brand strategy and commitment to excellence enable me to make a meaningful impact, contributing to the sustained growth and success of the brands I work with.

### **Huggin · Brand Strategy Consultants · Freelancer** Jan 2023 - Feb 2024 Beşiktaş, Istanbul, Turkey · Remote

I am a dedicated Brand Strategy Consultant at Huggin, where I specialize in crafting innovative and effective brand strategies. My role revolves around understanding the unique essence of the Huggin brand and translating it into compelling strategies that resonate with our target audience.

As a Brand Strategy Consultant, I have the privilege of working closely with cross-functional teams to analyze market trends, consumer behavior, and competitive landscapes. By conducting in-depth research and analysis, I identify key insights that drive the development of impactful brand strategies. These strategies not only enhance the brand's visibility but also create meaningful connections with our customers.

One of my key responsibilities is to collaborate with clients to understand their goals and objectives. By aligning their vision with our expertise, I develop comprehensive brand strategies that encompass everything from brand positioning and messaging to customer engagement tactics. I continuously monitor the effectiveness of our strategies, making data-driven adjustments to ensure optimal results.



## WORK EXPERIENCE

In my role, I am passionate about staying ahead of industry trends and leveraging emerging technologies to create innovative and memorable brand experiences. By combining creativity with analytical thinking, I strive to elevate the Huggin brand, driving growth and fostering long-lasting customer loyalty.

I am proud to be a part of the Huggin team, where my dedication to brand strategy and commitment to excellence enable me to make a meaningful impact. I look forward to contributing further to the success and growth of the Huggin brand. Thank you for considering my role as a Brand Strategy Consultant.

### **Brand Manager Daniel Wellington Aug 2023 - Oct 2023**

**Istanbul, Turkey** · *On-site*

I work as the Brand Manager for Daniel Wellington in Turkey. I have expertise in shaping brand strategies, increasing brand awareness, and enhancing customer experience.

My role at Daniel Wellington involves developing innovative and effective marketing strategies to enhance the brand's global recognition, managing the product portfolio, and strengthening customer loyalty. Thanks to my customer-focused approach and creative vision, I have enabled the brand to establish a strong connection with its target audience.

Additionally, by closely monitoring market trends, I have developed strategies that preserve and enhance the brand's competitive advantage. I have contributed to product development processes by evaluating customer feedback, focusing on continually improving the brand's quality and satisfaction levels.

### **Brand Operations Manager Konyalı Saat Aug 2023 - Oct 2023**

**Istanbul, Turkey** · *On-site*

I had the opportunity to manage the entire domestic and international operations as well as the positioning strategies of renowned watch brands including Baume & Mercier, Fendi, D1 Milano, Bering, and Swiss by Chrono under the umbrella of Konyalı Saat. During this experience, I successfully orchestrated the operations of these prestigious brands.

I strategically developed their positioning within the Turkish market and implemented innovative sales strategies to enhance customer satisfaction. Additionally, I ensured swift and effective responses to customer demands by managing the product portfolio accurately. By conducting market analyses, I identified emerging trends and created marketing campaigns to increase the competitive advantage of the brands. I also devised effective communication strategies to strengthen customer relationships and boost brand loyalty.



## WORK EXPERIENCE

### **Nors Mağazacılık Hizmetleri San. Ve Tic. A.Ş - Sales & Marketing Director - Beşiktaş, İstanbul** **Jan 2022 - Jun 2023**

Efficiency: Marketing Strategy · Branding Identity · Marketing · Customer Experience Management · Digital Marketing

Integrated Marketing Communication: Strategic Marketing Planning, Brand Portfolio Executive, Retail Calendar Strategy & Executive, ATL & BTL & Dijital, Social Media Planning & Sourcing, Corporate Communication & Public Relations, Leader Communications, Crisis & Dignity Management

Branding Identity: E-Commerce, Mobile, Store, Social Media, Visual Products, Graphic Design & Manufacturing

Customer Experience Management: Call Center Management, Operational CRM, Loyalty Programme Management, Community Management

Digital Transformation: United Trading Experience Strategy, Multi-Channeled Marketing Activities, Customer Data Platform (CDP) Management, Marketing Operations

### **Nors Tekstil LTD. ŞTİ. - Project Manager - Beşiktaş, İstanbul** **Aug 2018 - Jan 2022**

Startup Process;

- Withing the startup of Nors Brand, i've managed Project Management in field of Logo Design, Nametag and the positioning of industry,
  - Product researching and development,
  - Setting up the units and the educational process of recruitment (Online, Offline, Whosale, Logistics, Creative )
  - Building of E-commerce website and content editing,
- After the Brand Configuraiton;
- All editings of Brand marketing, offline and communitation activities,
  - From being the center of unique illustrated t-shirts, communication of illustrations and managing the merchandising process,
  - Building of a system of software; Reflection of a Brand mentality in need of a Starting E-commerce activities within its commercial purposes and law rules,
  - Researching new marketing strategies in advance,
  - Developing the best strategy for budget friendly maximum interaction, planning the expanses beforehand,
  - Analysing the data, and reporting the developments,
  - Developing the customer experience and using the community management tools for it,
  - Being close-following of the changing algorithm and updates,
  - Following and Analysing of competitors,
  - Audition of Departments and decentralization of staff,
  - Following the Social Media Guidelines, design trends and the newly methods of digital marketing,
  - Making the plans of weekly, monthly and yearly campaign plans, editing an and coordinating in life actions,
  - Extention of e-commerce; managing the Marketplace/Brand needed process of integration systems and ERP providers,
  - Analysing and segmentation of Competitor products, making the coordination of action plans,
  - With the sales of marketplace, developing the order, stocking, cargo and opearitonal process,
  - Evaluation of online job oportunities & collabrations and make it happen,
  - Project Management of Web Design & Coding,
  - Organization of uploads and content calendar of Website,
  - Planning and organization of shooting diary of the new Collection,
  - Creating the new campaigns of new season&special days,





## WORK EXPERIENCE

### **Ecotone Tekstil LTD. ŞTİ. - Brand Strategy Consultant - Bomonti, İstanbul** **Oct 2021 - Jul 2022**

- Planning and Organizasiton of Corporate&Project Activites within marketing strategies and needs,
- Positioning in needed areas for online&offline brand channels,
- Managing and developing the marketing team innovational with the new job models, channels and job opportunities,
- Managing the SEO&SEM process within the marketing agency for the digital marketing of website,
- Managing the mailing, Ads, personalizasion and digital marketing process with working agencies,
- Planning the best way of Social Media Marketing activities reaching to the audience,
- Planning of Ads items (video, photo etc.) in Internet, Social Media, Website,
- Increasing the marketing activities obtained from the reports of CRM, marketing and pricing,

### **Petitopia - Project Development Executive - Kadıköy, İstanbul** **Apr 2019 - Jun 2019**

From the beggining of brand and being remotely, i've worked as business development manager in Petitopiabrand. I've worked at least 6 months for the preparing of Sales and brand positioning as well as e-commerce metrics.

- All offline needs of a Brand, digital merkating & communication activities,
- Building of a system of software; Reflection of a Brand mentality in need of a Starting E-commerce activities within its commercial purposes and law rules,
- Researching new marketing strategies in advance,
- Analysing the data, reporting and improvement suggestions,
- Using effectively the community instruments for increasing the customer experience,
- Following and Analysing of competitors,
- Audition of Departments and decentralization of staff,
- Determinating SEO and increasing strategies,
- Following the Social Media Guidelines, design trends, fdgital marketing methods.

### **DAAS Design Room - Business Development Manager - Florya, İstanbul** **May 2019 - Jul 2019**

From the beggining of brand and being remotely, i've worked as business development manager in DAAS brand. I've worked at least 6 months for the preparing of Sales and brand positioning as well as e-commerce metrics.

- All offline needs of a Brand, digital merkating & communication activities,
- Building of a system of software; Reflection of a Brand mentality in need of a Starting E-commerce activities within its commercial purposes and law rules,
- Researching new marketing strategies in advance,
- Developing the best strategy for budget friendly maximum interaction, planning the expanses beforehand,
- Analysing the data, reporting and improvement suggestions,
- Using effectively the community instruments for increasing the customer experience,
- Being close-following of the changing algorithm and updates,
- Following and Analysing of competitors,
- Audition of Departments and decentralization of staff,
- Determinating SEO and increasing strategies,
- Following the Social Media Guidelines, design trends, fdgital marketing methods.



# CERTIFICATE

