

Alper Akyuz

Marketing Director - Open for new opportunities

akyuzalper@gmail.com

Summary

With a strong educational background spanning engineering and communications, I have a unique and highly effective method of developing creative yet workable communications and marketing strategies. My experience in various branches of marketing in both offline and online channels make me a strong candidate for a continental role in a multinational company.

Experience

Marketing Director at Digisec Media Ltd

September 2016 - October 2017 (1 year 2 months)

- Led marketing and PR functions of two major online dating sites: Victoria Milan in 33 countries and RichMeetBeautiful in 10 countries
- Directed marketing team of 5 (SEO, PPC, online media, affiliate, video editor)
- Executed guerilla marketing and PR campaigns for RichMeetBeautiful in Stockholm, Oslo, Amsterdam, Copenhagen and Brussels with mobile teams
- Continuous PR activities in Sweden, Norway, Netherlands and Belgium
- Creation of weekly press releases, coordinating translation to 21 languages and distribution to media in 40 countries
- Achieving 500 media hits on average in global publications each month
- TV and radio ads preparation for Nordics, Benelux and Eastern Europe
- Blog management of 2 brands in 20 languages
- Managed media, PR and field execution agencies
- Management of freelancers team of 3 writers, 21 translators
- Creating content for newsletters, blogs, press releases, landing pages, videos
- € 153.000 extra profit only through PR activities
- RMB launched in NO, NL and BE with more than 10.000 members in each market
- Appearance on New York Post, Mirror, Independent, The Sun journals and Cosmopolitan, Marie Claire, Esquire regularly

Event Manager at Playmobil

January 2016 - August 2016 (8 months)

Consumer launch of Playmobil toys in Turkey with roadshow in premium malls
Imported toys venue from Germany with mobile displays

Developed an event area with necessary display and play sets
Recruited and trained 6 toys demonstrators
Rental negotiations handled with malls free of charge
Provided branding opportunities in toy stores
Product placement in retail locations
Direct sales support given and 250% increase seen
Trade marketing and visual merchandising support given
Local marketing for events invitations
Social media management during the weekend activities

Marketing Manager at Hamleys of London

May 2014 - December 2015 (1 year 8 months)

- Keep consistency of brand guideliness and align with international marketing team at London
- Developing signboards, branding and marketing applications of stores
- Responsible for the visual merchandising tools and collaterals such as brochures, posters and general branding
- Maintain an up to date customer database at all times across all brands ensuring daily data capture of customers and prospects
- Managing advertising - PR – social media – event agencies
- Establish promotional calendar and present and implement agreed activities.
- Develop media strategy for corporate identity by creating brand identity, developing creative seasonal advertising campaigns (print, digital and OOH) create and conceptualize seasonal brochures.
- Managing social media accounts of the brand and organizing online campaigns
- Creating and managing events every weekend including Super Hero events – Art & Craft ateliers – Puppet Theatres
- Developing realistic and exclusive windows in London market standards
- Exploring and purchasing media in OOH, printed, digital
- Participation into exhibitions, schools and local organizations

Corporate Responsibility Manager at Tesco PLC

September 2012 - March 2014 (1 year 7 months)

- Aligned with Corporate Responsibility strategy coming from HQ at UK, plans and executes CR activities (ceremonies, hospitality events, charity days, direct marketing, social campaigns and sponsorships)
- Management of Family Clubs at 12 Tesco shopping centers with 70.000 members (budget, events, trainings, courses etc...)
- Relations with public educational authorities, ministries, Red Crescent, Losev, Kitvak, Kacuv, Turkish Airforce, Active Blinds foundations
- Shop for Schools campaign management in 10 cities with ~1M USD budget (website management, instore communication, outdoor media, ceremony events at cities)

- Fundraised ~0,4M USD through donation channels at Tesco stores and acquired a Tesco&Red Crescentbranded blood donation bus for Red Crescent Aegean, which is unique at the region.
- Managing 3rd party agencies for creative, event, displays
- Commercialize Family Clubs and bring product sampling activities of Dr. Oetker and Unilever
- Received “best practice” with Shop for Schools Project from Tesco HQ

Head of Events at Samsung Electronics

August 2010 - August 2012 (2 years 1 month)

- Development and execution of all consumer and PR events, corporate sponsorships and incentive organizations of Samsung Turkey
- Received “best practice” of Samsung Global Corporate Responsibility with Communication Aid Truck for Van Quake Victims,
- Received “best practice” of brand engagement at Samsung MENA with Eco Bubble Washing Machine Roadshow
- Management of client budget ~10M USD spent for launch, roadshow and brand activations in 2 years time
- Idea creation of product experience and engagement activities & event concept
- Developing branding opportunities by interacting with sports federations
- Determination of event locations and roadshow routes
- Space allocation by rental relationships with malls and local authorities
- Media purchasing at local level of roadshow locations
- Strong alignment and support of samsung dealers through sales oriented store linking activities
- Colaboration with samsung regional merch teams for p.o.p support
- Vendor management of design & production of trucks, autos, stands, display units and branding materials
- Casting and management of activity and promotion teams
- Product/corporate trainings of promotion team
- Providing wifi, cleaning, logistics of event and staff
- 2010 executions as BTL Manager; Display units and p.o.p production of TV, camera, laptop products at 300 multibrand and 110 Samsung stores
- 2011 executions; Smart TV Grand Launch, Smart TV Summer Roadshow, World Archery Sponsorship, Bosphorus Swimming Days Sponsorship, Eco Bubble Country Roadshow, Mv800 Camera Launch, Communication Aid Truck,
- 2012 executions: Turkcell Ambassadors Summit, Galaxy Note Studio Country Roadshow, Middleeast North Africa Samsung Forum, Smart TV Grand Launch, World Archery Tournament Sponsorship, Galaxy Note University Festivals Roadshow, Smart TV Summer Roadshow, Galaxy S III Country Roadshow, Bosphorus Swimming Days Sponsorship, Galaxy S III Vip Marketing Tour

Marketing Purchases Manager at Procter & Gamble

March 2009 - August 2010 (1 year 6 months)

- Provided marketing purchases work of Romania, Bulgaria, Serbia, Montenegro, Macedonia, Croatia, Slovenia, Kosova, Bosna-Herzigova

- Managing purchasing budget of displays, prints, premiums, events in ~5M USD
- Establish and maintain effective local supplier relationships
- Internal relationship with Marketing, Brand operations, Customer development
- Procurement Centralization projects (Supplier Portal management and trainings of vendors from Turkey and Romania)
- Managing career & salary improvements of 15 subordinates
- Assigned as Communication Leader by Country Manager
- Administration and design of internal newspapers (awarded as best internal communication tool of 2010 EMEA)
- Organized annual OGSM conference and team building events of P&G Romania

Country Manager at Empati Reklam Görsel Hizmetler Org. Prom. Gıda ve Tic. A.Ş.

November 2007 - February 2009 (1 year 4 months)

- Field sales and promotion of credit cards, branding and events
- Management of client budget ~0.6M EUR spent for launch, sales, branding and shopper marketing activities in 1.5 years time
- Determination of event locations and roadshow routes aligning with Regional heads of client
- Campaign management aligned with public notary and ministry
- Space allocation by rental relationships with malls and local authorities
- Media purchasing at local level of launch locations
- Vendor management of design & production of trucks, autos, stands, display units and branding materials
- Casting and management of merchandising and sales teams
- Product/corporate trainings of local sales teams
- 2008 executions done for Garantibank International Romania; National launch of Bonuscard, Euro2008 campaign of Bonuscard
- 2009 executions done for Royal Bank of Scotland Romania; Merchandising Teams of RBS, Launch of RBS with OOH, Shopper marketing activities of Platinum Card

Marketing Specialist at Carrefour

December 2005 - October 2007 (1 year 11 months)

- Designing, coordinating and executing marketing activities of 10 Carrefour Shopping Centers at Turkey by interacting with 3rd party agencies
- Managing marketing purchasing budget of ~1.5M USD for 10 malls
- Special days and conceptualized activities, outdoor concerts
- Seasonal and special days mall decorations, promotion campaigns
- Corporate communication, exhibitions, fairs, advertisements
- Designing, coordinating and executing marketing activities of 10 Carrefour Shopping Centers at Turkey by interacting with 3rd party agencies
- Managing marketing purchasing budget of ~1.5M USD for 10 malls
- Special days and conceptualized activities, outdoor concerts

- Seasonal and special days mall decorations, promotion campaigns
- Corporate communication, exhibitions, fairs, advertisements
- Development and commercialization of media channels at 10 malls

Education

#stanbul Teknik Üniversitesi

Bachelor's degree, Mechanical Engineering, 1996 - 2004

Marmara Üniversitesi

Master's degree, Advertising & PR, 2006 - 2008

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[Contact Alper on LinkedIn](#)