

HAMİDE ERAVCI PULAT

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Kocaeli



SUMMARY

10 years of strategic marketing experience in top companies operating in energy, food, painting and tyre industry, including 6 years of managerial experience.

Master's Degree at Brussels Vrije University in Belgium (Strategic Marketing Thesis, Great Distinction Award)

Bachelor's Degree on Political Science and International Relations at Boğaziçi University (Honor Degree)

WORK EXPERIENCE

KANIK GROUP OF COMPANIES

ÖZKA TYRE

Marketing Director (Jul 2017- Working)

Özka Tyre, which employs more than 900 people, is one of the leading manufacturers in the agricultural and industrial tyre sector, with a market share of more than 30% in the domestic market. Özka, as a national brand sells its products to all cities in TR and as a global brand delivering products to +80 countries. In 2019, it ranked 389 w/ turnover of 641 million TL and 198th w/ its exports volume in the ISO 500. It's turnover target is 911 million TL for 2020 while 2021 target is 1.4 billion TL thanks to the increased production capacity as a result of new investment.

I established Marketing Department of Özka Tyre in 2017, being a leader for the management of domestic and international marketing and communication strategies.

My position is directly reporting to the CEO / Chairman of Board and with a dotted line to Board Member, who is responsible for managerial coordination.

Strategic Marketing:

- Management of the marketing budget. (2020: 11 million TL)
- Building up domestic and global marketing strategies within the framework of the company's general strategic planning and also implementation of the marketing plan.
- Determining, managing and reporting the company's sales and penetration figures based on monthly and annual targets in terms of SKU, channel, brand, sales representative and customer; and creating action plans that will direct the sales department by analysing sales & distribution reports. (2020: TL 911 million turnover, 1 million tyre sales target / 2021: 1.4 billion TL turnover, 1.3 million tyre sales target)
- Preparation and detailed analysis of sales and distribution reports and planning strategic actions for sale department accordingly.
- Product Management (3 brands X 300 SKUs): Management of the existing product portfolio, coordinating new product development processes under the leadership of the marketing department, developing penetration strategies of products for each targeted market, effective management of price and brand positioning by tracking product costs and profitability comparing global market conditions, product estimation and ordering with monthly demand-forecast meetings and stock tracking.
- Management of the CRM system; determining strategies for customer acquisition, segmentation and loyalty, managing action plans by conducting customer satisfaction analysis, analysing customer complaints and taking actions to guide the R&D Department for product and quality improvement
- Pricing and campaign management in domestic and global markets.
- Conducting domestic and global market researches including market, customer and competitor analysis, evaluating research results and taking actions within the framework of the marketing plan.

Communications and Advertising

- Development of 360 ° communication strategies and management of the implementation process.
- Management of the company's ATL and BTL communication activities.
- Creating digital marketing strategies and managing digital advertising processes. (Annually 350 million impressions succeeded for target audience in digital channels in 4 pilot countries-Germany, Poland, Spain, Italy)
- Leading advertising agency, digital media and media planning agencies.
- Management of advertisement production processes. (Özka Tyre domestic radio commercials, digital banners, "[Built on Expertise](#)" commercial broadcast on global digital media)
- PR management and media relations.
- Preparing printed materials, catalogues, POP designs in different languages, creating promotional materials and determining and managing distribution strategies to +80 countries according to customer segmentation.
- Management of international trademark registration processes. (Özka trademark registration in 85 countries)
- Management of internal communication process and development of strategies to create an employer brand.
- Taking action plans by conducting brand awareness researches among customers, end-users and employees. (15% increase in brand awareness in the domestic market from 2018 to 2020, 55% increase in 4 pilot countries)
- Management of fair organizations and events. (Min. 10 participation to the most prestigious global fairs in tyre, agriculture and construction equipment industry)
- Web site management. (Özka Tyre website SEO score: 82)

Other Projects:

- Management of Turququality processes
- SAP-SD Project
- CRM Project
- B2B Project (Positioning B2B tool as a 360 ° communication channel and brand centre)
- Project Leadership in Özka Tyre and ve GTK Tyre website construction
- Product Management Software Project

MARSHALL-AKZONOBEL

Senior Associate Brand Manager (Jan 2016-Jul 2017)

- Management of Marshall Interior painting, Herbol, Fit, Hammerite and Cuprinol brands covering 65 product groups and 835 SKUs; project management of new product development, positioning and pricing process via Akzonobel Gensight software, organization of launch processes.
- Determining the sales and distribution strategies of the brands and product groups, preparing and analysing sales and distribution reports and creating action plans (46% distribution increase in 1 year in the products my responsibility, 37% growth in March-April 2017 in specific products for which the Sales and Distribution Marathon was organized.)
- Carrying out campaigns and implementing loyalty strategies.
- Preparation of annual "Situation Analysis", "Operation Analysis", "Action Plan" files in coordination with relevant departments to be reported to Akzonobel Global.
- Development and implementation of 360° communication strategies of the products; managing advertising and organization agencies, designing and distributing POP and printed materials.
- Determining the design strategies of product packaging in line with global criteria.

KRİSTAL OLIVE OIL - ARKAS HOLDING

Product Manager (Aug 2015-Jan 2016)

- Management of the product portfolio.
- Coordination of new product development processes (New Product Development Projects: Kristal Early Harvest, Kristal Marination Set, Kristal Expert Hands)
- Creating sales and penetration strategies by analysing product sales reports.

- Management of product pricing and brand positioning processes.
- Conducting market researches on market trends, customer perceptions and competitor strategies.
- Development and implementation of communication strategies of the products and management of package designing processes.

SEPAŞ ENERJİ - AKKÖK HOLDİNG

Marketing Supervisor (Feb 2014-Aug 2015)

Marketing Specialist (Feb 2013-Feb 2014)

- Being the member of team who establish the marketing department of Sepaş Energy which is the 85th largest companies in Turkey.
- Conducting market researches and creating action plans accordingly. (TUAD Owl Award)
- Developing alternative channel strategies. (Establishing Turkey's first online electricity sales website.)
- Conducting advertising and media planning processes. (The first mass advertising in electricity industry)
- Leading the brand creation process, including logo and corporate identity, developing 360° communication strategies.
- Leading corporate communication activities and executing internal and external customer loyalty strategies.
- Management of Advertising, Public Relations, Digital Media and Media Planning Agencies which are ranked in the top 10 creative agencies.
- Leading the data mining project and customer acquisition, segmentation & loyalty strategies.
- Product and campaign development. (First campaign implementations in the privatized energy sector)

İŞILTAN BRANDO WORLD & NETWORK

Public Relations Assistant (Sep 2009-Sep 2011)

While I was continuing my undergraduate education at the University, I started my business life at İşiltan Public Relations Agency as the assistant of owner of the agency. The brands that we served as communication consultant were Baltalı Goat Milk Products, Whiskas & Pedigree, Fatih Kiral Furniture, İpragaz.

- Press Meetings, festival and launching organizations (İpragaz & Korcan Karar 50th Year Organization, Petfest Organization sponsored by Whiskas & Pedigree)
- Preparation of Press Releases and creation of brand story (Baltalı Goat Farm)

EDUCATION

Brussels Vrije University, Belgium, 2011-2012

Master's Degree, Management

Strategic Marketing Thesis: The Role of Rituals in Consumerism

(80/100, Great Distinction Award)

Boğaziçi University, İstanbul, 2006-2011

Bachelor's Degree, Political Science and International Relations

(3,3/4, Honor Degree)

İzmir Girl Anatolian High School, 2002-2006

Turkish-Mathematics

(5.00/5.00, Top Student Degree)

CERTIFICATES

Mentoring Programme, Pinar Adabağ, 2020

Stress Management Nev, 2019

Leadership School, Nev, 2019

Conflict Management, Nev, 2019

Relationship Management, Nev, 2019
Problem Solving and Decision Making, Dale Carnegie, 2016
Strategic Marketing Management, Akzonobel Belçika, 2016
How to Become a Star Team? Derin Development and HR Consultancy, 2016
E-Commerce Micro MBA, IBS, 2015
Effective Presentation Techniques, PDR Group, 2014
Process Management, Yöneteam, 2013
Professional Sales Management, Code, 2013
Advanced Communication and Negotiation Techniques, Code, 2013

LANGUAGES

English - Proficiency

SOFTWARE SKILLS

SAP-SD, SET XRM CRM, ALPATA B2B, Product Management Software, MS Office, Google Analytics

PERSONEL INFORMATION

Date of Birth: 1988

Place of Birth: Germany

Married

Driving Licence: Type B – taken in 2010

REFERENCES

Available upon request.