

## Deniz Kotilođlu

Sariyer / ISTANBUL

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### Education

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2023- Present **Koc University** Ph.D. in Marketing

2019- 2021: **Bocconi University** Master's Degree of Marketing Management (*Thesis on Impact of Covid-19 on Consumer Behavior and Hospitality Industry*)

2013- 2017: **Bođaziçi University** Management GPA: 3.58

2008-2013: **Robert College** GPA: 84.18

### Work Experience

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10.2017-9.2018: **Marathon Distribution Group (ROMANIA)- E-Commerce Specialist**

*Worked as the head of a project of rebuilding the website. Was responsible for the design, product catalogue (including ingredients, package info, photo etc.) consisting of 1400 food products and making the web site compatible with the EU regulations.*

4.2017-06.2017: **Finansbank- Marketing**

*Worked on SME Banking campaigns and was responsible for converting the daily credit purchase data. Prepared weekly reports for the vice president based on the purchase data.*

08.2016- 03.2017: **Kunduz- Head of Conversion and Retention**

*Responsible for converting free memberships into sales. I increased the sales by 40% in the first two months by one-to-one marketing and personalized campaigns.*

06.2016- 07.2016: **MAPFRE Insurance- Digital Marketing**

*Helped designing the new website by benchmarking and customer needs analysis*

04.2015- 09.2015: **HSBC Turkey- Regulatory Compliance**

*Performed works on regarding the regulations and financial operations of a bank. Worked on daily data and prepared weekly presentations on deposits.*

07.2014- 09.2014: **Cinar Hotel İstanbul – Sales and Marketing Department**

*Gained experience on one-to-one marketing and sales while empowering my communication skills*

**Business/Career Goal:** I am very interested in building my career in marketing preferably in a global/international environment/company. I believe my passion and background well supported by my past experiences will serve you well.

**Foreign Languages:** English (Advanced), German (Intermediate), Romanian (Beginner), Italian (Intermediate)

**Computer Skills:** MS Office (Excel, Word, PowerPoint, Outlook), SPSS, Google Analytics

**Activities:** BOUN Debate Club, BOUN Gastronomy Club, UNIRC (Graduates of Robert College)

**Interests:** Computers, Gastronomy, Soccer, Debate, Business Simulations, Poems