

## AYSELİ İZMEN

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### ACADEMIC BACKGROUND

- Aug 2010-Sep 2014: McGill University – Desautels Faculty of Management, Montreal, Canada  
General Management concentration in Strategy, Marketing and Information Systems
- Mar 2016-Sep 2016: Le Cordon Bleu London – Wine, Gastronomy & Management, London, UK
- Jan 2017-Jan 2019: WSET Level 4 – Technical Diploma, London, UK
- Feb 2020-May 2020: Boğaziçi University –Creative Writing, İstanbul, Turkey

### WORK EXPERIENCE

- Oct 2021 - Current : FineDine Digital Menus (MENA and Istanbul)  
Community & Brand Manager

- Responsible for overseeing a team of 3 marketing specialists to help a company achieve its marketing goals.
- Develop data-driven and effective engagement content strategies to improve customer and business outcomes.
- In charge of preparing the annual marketing strategy to increase brand awareness and loyalty.
  - Created, managing & maintaining branding strategy by creating brand guide, story board and brand templates to align the marketing & sales teams.
  - Increased website traffic by 22% by maintaining a collaborative environment among the digital marketing team and outsourced agencies.
- Managing the global and national PR and communication strategies including content generation & announcements.
  - Responsible of the content for website, blog, and social media.
  - Preparation of monthly newsletters to 1200 subscribers to share new products with existing customers while converting potential customers. Open rate increased from 17% to 31% and subscriber base grew by 18% over the course of 17 months with diligent execution strategies.
  - Always working on generating customer case studies, testimonials by working with the account management team.
- In charge of preparing tailored sales decks in line with customer research and value propositions and products.
- Implementing product strategies specific to export and local market including launching Curbside, Drive Thru Menu and Order & Pay options.
- Plan, Initiate and coordinate international and domestic trade fair shows to increase sales and brand visibility.
- Plan, initiated and executed loyalty program to key accounts and selected user base in the MENA region.
- Working closely with CS to identify critical problems for Churns and develop strategies that helped to decrease churns by 15%.

- Sept 2018-Oct 2021: Doluca Wines (Istanbul, Turkey), Brand & Marketing Development Executive

- Managed the Market Leader product portfolio to increase visibility, brand loyalty, and differentiate products from the competition using BTL strategies
  - Analyzed Nielsen and internal data to create marketing and new product development opportunities
  - Initiated premiumization strategy for DLC brand with new label design to improve low brand recognition KPI's
  - Rebranded Tuğra Label in order to create brand awareness, recognition and improved shelf visibility
- Evaluated the needs of export and local market and served both accordingly
  - Developed a premium export product distributed to 11 countries, a mass label for Chinese market, and a premium label for Turkish market
  - Launched two mass products exclusively for Migros to tap growing demand for low end products
- Conceived weekly digital content creation for Instagram and monthly internal magazine

Sept 2019-Current:           Özyeğin University (Istanbul, Turkey), Gastronomy & Beverage Management Instructor

- Developed “Wine and Beverage” curriculum and currently teaching curriculum to Le Cordon Blue students.

Oct 2016-Sept 2018:       Wine101 Co. (Istanbul, Turkey), Digital Content Creator, Editor & PR

- Created a personal brand, developed content, used PR techniques resulting in 17K followers, average 8K engagement
- Built a wine loving community in order to raise awareness and educate consumers. Hosted 78 masterclasses including BBC's Good Food Festival in London

Dec 2014-Jan 2016 :       Diageo, Kayra Wines (Istanbul, Turkey), Assistant Brand Manager

- Oversaw all of the promotion and marketing activities for Kayra mass segment wines and import portfolio
- Rebranded Cumartesi brand. Made it trendy and youthful. Significantly increased in SAP branding scores. Introduced limited edition series for Buzbağ brand
- Prepared brand tracking and consumer tracking reports using Nielsen and SAP
- Developed commercial and customer strategies for all brands based on performance and market insights
- Launched Kayra's newest product; Sangrola to the Turkish market

## **SKILLS**

Language Skills: Turkish, English, French

IT Skills: Intercom, Hubspot, Microsoft Office, Jira, Confluence

## **INTERESTS**

Writing, Singing, Cooking Healthy Meals, Regular Exercise, Traveling, Sunset Photography, Mindfulness