

YEŞİM DOĞUKAN

Email: yesimdogukan33@gmail.com

MARKETING COMMUNICATIONS & PUBLIC RELATIONS

20+ years of extensive experience in Marketing Communications & Public Relations business, applying strong critical thinking in marketing, organizational work, research, forecasting, financial reporting, guest relationship, and problem solving skills in projects. I have demonstrated the ability to priorities tasks and meet deadlines whilst working under pressure. I have worked extensively by myself, as part of a team and in charge of a team. In all my experiences the support that I have given and received has contributed to a harmonious atmosphere on each occasion. I enjoy meeting challenges and seeing them through up on completion.

Specialties

- Public Relations strategy
- Luxury Marketing
- Branding and Identity
- Business Relationship
- Marketing Plans & budgeting
- Guest Relationship
- Concept Development
- Partner Marketing
- E-Marketing – Web Marketing
- Training/Teaching
- Financial Reporting

ACADEMIC BACKGROUND

1996 : Istanbul University – French Teaching and Literature

1987 : Private Kadiköy Girls College

WORK EXPERIENCE

February 2014- Present : Özyeğin University Part Time Instructor

Aims to deepen the students' knowledge and usage of different Marketing Communications strategies and tools, as well as effectively managing communications strategy of the firm with its all-stakeholder's public relations.

This course focuses on the Marketing Communication strategies of a hospitality firm with a focal point on establishing a “branded guest experience” within the overall marketing strategy. Additionally, the creation and management of the crucial communication strategies and tools with the key stakeholders will be disused as part of the contemporary Public Relations activities in Hospitality firms.

January 1997 – Present : Radisson Hotel Group Area Marketing & Communications Manager, Turkey, Ukraine, Georgia, Azerbaijan

- Develop revenue through marketing partnership & consumer tie-in promotions.
- Revert Marketing Plan to support achieving revenue budgets.
- Develop all MarCom's (hotel base) to insure consistent standards in TUGA region.
- Capturing Online Business – Expand online visibility & reach.
- Reporting system for measuring the media visibility.
- Corporate Communications, Reputation & Brand Guardianship.
- Drive traffic -achieve consolidated brand web traffic acquisition.
- Following the introduction of the properties together with the facilities and services it has to offer, launching new offerings via cool hunting that will continue to create further excitement and buzz in key feeder markets.
- Positioning the brand 'leading international brand' in terms of perception, product and service.
- Supporting new openings.
- Overseeing and implementing annual direct marketing plan.
- Develop revenue through marketing partnership & consumer tie-in promotions.

April 2015 – January 2017 : Mandarin Oriental, Bodrum – Director of Communications

-Work closely with the Group's Turkish PR agency and Group Communications team to ensure heightened awareness and premium positioning of the brand of Mandarin Oriental in Turkey especially in advance of the opening of Mandarin Oriental, Bodrum.

-Ensure hotel is positioned amongst the top hotels in Bodrum in the local and national media, showcasing its main USPs and highlighting MOHG's competitive advantages.

-Act as hotel spokesperson where appropriate.

-Take responsibility for handling crisis communications component of crisis management.

-Oversee budget reconciliation of MOHG International Advertising Funds and monitor the international plan.

-Implement the hotel's annual local advertising plan and co-ordinate with the advertising agency on all matters related to creative and media planning.

-Ensure adherence to MOHG CID guidelines for all promotional material and advertising.

Ensure all collaterals, advertising and press releases are printed and issued in time to secure coverage.

-Maintain frequent contacts with hotel's guests and clients through direct marketing activities.

-Develop and manage input of all content on the hotel-specific website.

-Handle social media presence (Facebook, Twitter etc) and ensure hotel correctly utilises social networking sites for promotional opportunities as per the brand's guidelines.

-To prepare annual expenditure proposal for all advertising and promotional activities.

April 2005- March 2015 : Swissôtel The Bosphorus, Istanbul –Director of PR & Marketing Communication

- Oversee branding and communications operations. Leverage multiple platforms (including web, print, and graphics) to maintain company's image among guests and the public.

-Act as a liaison between media and the hotel.

-Enhanced company's market position and relationship with media; devised and executed a plan to increase public awareness of the corporate brand (Swissotel Hotels & Resorts) as well as the hotel itself including its outlets.

- Lead strategic marketing communications plan development and ensure strategic alignment of all functional plans with corporate strategy directives, marketing strategies and marketplace challenges.

- Drive all advertising and branding campaigns, measurements, and results. Work with executive teams and to ensure strong messaging alignment.

- Responsible for the brand marketing, PR, social media, partner marketing, web marketing of all the outlets of the hotels, including restaurants/bars and spa.

- Managed advertising campaigns.

- Managed and support all sister properties Marketing activities in Turkey (Ankara, İzmir, Bodrum)

- Determined type, location and frequency of media. Negotiated contracts with media companies.

Responsible from the overall launch events, PR activities and sponsorship activities.

February 2001- March 2005 : Mynet, Public Relations Manager

- Leading product teams on executing product strategy, service enhancements and coordinating commercial relationships with strategic partners.

- Working in close corporation with the cross-functional teams of revenue generating products which includes e-commerce, auction, personals, classifieds and search.

- Acquired and integrated more than 20 leading e-commerce partners to the most comprehensive virtual mall service.

- Co-ordinate the cross-functional teams of ten core revenue generating products including auction and classifieds.

- Co-ordinate all the relations with the advertising, pr and web agencies.

September 1996- 2001 : Crowne Plaza Istanbul - Marketing Communications Manager

- Managing creative and PR agencies in Turkey and abroad (UK, Germany, Benelux, Russia)

- Preparing and executing yearly marketing plan

- Planning and production of all ATL & BTL materials used in local and international market

- Designing promotion strategies, advertisements, new concepts, products and services forenhancing product value
- Managing the website and related online media agencies

Preparing weekly and seasonal Guest Satisfaction and Product Development Opportunitiesreports.

1995-1996 : Vepa Velar Clnique Cosmetic Brand, Public Relations Manager

- Responsible from the brand management activities (developing, planning and managing) -
- The coordination and record of marketing activities and campaigns of the brand (in-storelocal marketing activities, national campaigns, etc.).
- The sales and competition analysis of the brand Inventory & order analysis, implementation of the brand' web site.
- Follow up of the customer relations and agency communications.
- Responsible form the overall launch events, PR activities and sponsorship activities of allbrands.
- Research and analysis of new brand possibilities, preparing business proposals.

COMPUTER SKILLS

I have excellent computer knowledge in Microsoft Word, PowerPoint, Excel and MicrosoftOutlook.

CERTIFICATES

7 Habits of Highly Effective People, Professional Sales Skills, FED Training, Telephone Doctor, TMI, Professional Public Relations, DEULCOM, Sales Skills, TMI, Windows, Word, Excel, Power Point and all PC programs, Strategic Thinking Seminar, Time Management, FED Training.

*CTI certificated Life Coach.

MEMBERSHIP AND HONORS

Board Member - International Advertising Association (IAA)