



NESLİGÜL ALTAY

MARKETING& MARKETING COMMUNICATION

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www.nesligulaltay.com

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Professional Summary

Visionary and results-driven C-level marketing leader with over 25 years of proven expertise in strategic marketing, digital transformation and brand communication across banking, retail, and telecom sectors. Demonstrated track record of delivering impactful business outcomes through AI & data-driven decision-making and cross-functional leadership. Expertise in aligning marketing workflows with ERP for seamless delivery.

Skills

- Strategic Vision & Leadership in Marketing
- Business Development Optimization
- ERP enabled CX planning
- Collaborative Leadership & Team
- ROI Focused Campaign Management
- Advanced AI& Data Analytics Management
- Crisis Management
- Social Media Platform Usage
- Brand Growth & Corporate Communications

Work History

08/2021 - 05/2025

Customer Experience Management & Brand Partnership Director

Vakko

- Driving customer-centric strategies and innovative marketing solutions for Vakko's diverse portfolio, including Vakko, Vakkorama, W Collection, Vakko L'Atelier, and Hotels
- Integrated AI and QR technologies to streamline marketing workflows and elevate customer experiences
- Implementing ERP based adjustments to enhance CX
- Developed high-impact loyalty programs tailored to affluent clientele, enhancing loyalty
- Managed Call Center and improved Customer Experience with innovative solutions
- Designed annual customer experience strategies, leading to a 15% rise in customer retention
- Managed high-value partnerships with VISA, Mastercard and financial institutions
- Spearheaded crisis communication efforts, safeguarding brand reputation during critical situations

07/2015 - 08/2021

Marketing and Marketing Communication Director

Harvey Nichols TR, Galeries Lafayette

- Orchestrated multi-channel marketing and communication strategies for luxury brands like Harvey Nichols, Galeries Lafayette, Longchamp, Brandroom and shopsa.com.tr
- Achieved a 25% increase in brand awareness through communication& PR activities

- Pioneered the digital transformation of loyalty applications, achieving a 30% surge in active users
- Directed award-winning campaigns, including the Turkish Designers Project at Harvey Nichols London
- Optimized budget allocations for marketing campaigns, delivering superior ROI
- Enhanced social media strategies, driving engagement and customer acquisition
- Launched and managed digital marketing for Shopsa.com.tr

06/2013 - 06/2015

Marketing & CRM Manager

Beymen Mağazacılık A.Ş.

- Devised comprehensive marketing and co-marketing strategies, earning recognition from Boston Consulting Group
- Improved customer acquisition metrics and minimized churn via CRM initiatives
- Oversaw media planning to align campaigns with strategic objectives

08/2006 - 06/2012

Head of Mobile Marketing & Youth Segment

Avea İletişim Hizmetleri

- Spearheaded mobile marketing innovations, increasing opt-in rates by 50%
- Developed Avea's youth brand, capturing a 40% market share within six months
- Drove ARPU growth by 50% through impactful PR and marketing initiatives
- Strategically allocated budgets to achieve aggressive growth targets

02/2002 - 08/2006

Marketing Manager – Retail & Private Banking

TEB (Türk Ekonomi Bankası)

- Spearheaded the re-launch of retail banking, doubling the mutual funds market share within a year
- Designed new positioning for the brand and managed an image campaign with advertising agency that significantly improved brand visibility and customer acquisition
- Organized exclusive events and co-branded projects to enhance the bank's image and client engagement
- Managed budget planning and tracking for marketing campaigns to ensure financial efficiency
- Designed premium campaigns targeting high-net-worth clients and launched wealth management services

11/1997 - 02/2002

Assistant Manager – Marketing & Alternative Delivery Channels

Osmanlı Bankası

- Engineered segmentation models for retail customers, enhancing targeted marketing efficiency
- Key contributor to business process reengineering, focusing on data warehousing and operational excellence

Education

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| 01/2025 | Marka İletişimi, <i>İstanbul Üniversitesi</i> |
| 06/2020 | Digital Marketing-Online, <i>Wharton University</i> |
| 06/1999 | Executive MBA, <i>İstanbul Teknik Üniversitesi</i> |
| 06/1995 | Uluslararası İlişkiler, <i>Boğaziçi Üniversitesi</i> |

**Board &
Community
Engagement**

- Board Member at Boğaziçi Üniversitesi İş İnsanları Derneği; Active Comite member in sustainability& social innovation projects

Languages

English; Fluent