




# Bařak im

Brand Manager - Social Media & Influencer Marketing

 hey.cimbacak@gmail.com

## EDUCATION

### Beykent University

Communication and Design

2015 - 2019

## SKILLS

- Photoshop
- Canva
- Excel
- Google Analytics
- Shopify
- WooCommerce

### **BİLSAR - BİL'S BRAND MANAGER**

**MAY 2023 - MAY 2025**

Establishing the brand's target audience, strategy, and positioning. Working on the seasonal budget, and deciding on product pricing.

Ensuring that the collections match the visual language of the campaigns and the social media content.

Working closely with teams to control and improve the digital customer experience and to ensure that the relevant actions are taken quickly.

Establishing the necessary communication, taking action, and increasing online/offline visibility to enter international sales channels.

Planning the yearly marketing budget.

Planning and executing creative social media/newsletter content.

Wholesale account management.

Working closely with product development teams to ensure alignment of product launches with brand initiatives.

Monitoring and optimizing paid social media campaigns.

Analyzing social media trends, customer behavior, and competitor activities.

Working closely with PR agencies.

### **OH SEVEN DAYS - BRAND MANAGER**

**FEBRUARY 2019 - MAY 2023**

#### **Brand Manager**

Planning and executing creative social media/newsletter content. Wholesale account management.

Processing wholesale orders, invoices, and ensuring timely fulfillment.

Coordinating with production to manage stock availability and delivery timelines.

Handling logistics, shipping, and import/export processes to ensure timely deliveries.

Optimizing website performance and customer experience to drive conversions.

#### **Marketing and Communication Manager**

Planning and executing seasonal influencer campaigns.

Measuring and reporting results of campaigns.

Planning and executing creative social media content.

Wholesale account management.

PR coordination.