

# Erdem GÜNGÖR

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Please find Personality Profile Detailed Report here.

Customer & Company Loyalty CRM Digital Marketing  
Interactive Marketing Php .Net ASP Presta Magento  
Expert Opencart Social Media Management Wordpress  
Digital Projects Marketing E-Commerce Director  
Professional Photographer Designer Budget Planning  
Technology Buster E-Mail Marketing Google  
Remarketing Retargeting Digital PR Offline PR Budget  
Management Facebook Advertisement SEM SEO  
Adjustment Interactive Marketing Corporate  
Communication

*The world changes the dynamics into an interactive world. A simple human can change lots of things except one: The Relativeness of the Interactive Marketing which means we still need human to organize and perfect the digital breakthrough! '*

## EDUCATION

2015-2016

University : Bilgi University

Degree : Master of Science

Title : Interactive Marketing

[www.nextakademi.com](http://www.nextakademi.com)

**Description:** The program purely focuses on interactive management of digital and social marketing. The course tutors are the sector leaders.

2009-2010

University : University of Sussex UK

Degree : Master of Science

Title : Msc.Technology and Innovation Management

[www.sussex.ac.uk/spru](http://www.sussex.ac.uk/spru)

**Description:** University of Sussex is one of the reputable universities in the UK particularly specialized in technology and innovation strategies. SPRU is the world-leading department of innovation and technology strategies which helped me to get advanced in creating, implementing and managing technological challenge in the perspective of innovation.

2006-2007

University: University of Galatasaray

Degree: Certificate

Title: Management of Information Systems

1999-2003

University: University of Kocaeli

Degree: Bachelor's Science

Title: Economics

### **Interactive Marketing & E-Commerce Head**

Redmond Company is an American based company focuses on innovative small electrical home appliances. I am responsible of all the online and offline marketing facilities besides the digital marketing and e-commerce management.

I manage a talent team of customer care and content editor as well as the outside organizations like events & flash mobs.

#### Main Responsibilities:

- Develop and manages the e-store operations,
- Create, plans and implements sales & marketing strategies,
- Co-ordinate stock availability of the products, instantly follow up purchasing processes and optimize
- Set a strong relationship strategy with customers
- Create a Loyalty & Royalty
- Support Offline Marketing
- Develop CRM strategies and execute
- Devise and deliver the overall digital and online marketing strategies and platforms for new business as well as retention and lead generations
- Participate in business requirement gathering for product improvement and product releases.
- Deliver high quality and effective multi-channel campaigns, working with agencies and the internal sales & marketing teams.

### **Digital Marketing & E-Commerce Director**

GoldMaster is one of the Turkey's leads in consumer electronics. The company also has some web - platform projects in the means of entrepreneurship.

I was responsible of directing innovative of projects and internal flow of some bunch of executive jobs including **e-commerce, digital marketing, customer and partner loyalty.**

## 2012 Sanal Magaza | Loyalty & E-Rewards

### E-Commerce Group Manager

Sanal Magaza, the leading Marketing & Logistics company offering Supply chain management services on the 4PL Marketing Projects and Customer Loyalty Programs, has been established in 2000.

- Managing the below company websites in depth with the aspect of financial and strategic decisions  
[www.sanalmagaza.com](http://www.sanalmagaza.com) [www.bigshop.com](http://www.bigshop.com) [www.on-netb2b.com](http://www.on-netb2b.com) [www.kurumlaraozel.com](http://www.kurumlaraozel.com)
- Developing sales strategies due to promotion and sales decisions
- Creating Loyalty & e-Rewards projects with the market leaders like Nestle, Shell, P&G **etc.**
- Developing Social Media | e-commerce engagement strategies like [www.sanabirtarifimvar.com](http://www.sanabirtarifimvar.com)
- Team management
- SEO – Google AdWords – SEM Management

## 2011 ACONEX AU

Co Delivery, Technology and Innovation Consultant

**AU**

Aconex is a project collaboration and online project management system that securely and efficiently manages information in Construction, Government & Infrastructure, and Energy & Resources

- Project organization in Turkey, Australia , United Kingdom
- Supporting the Business Development Manager while presenting a compelling value proposition, strong ROI model and commercial proposals to senior level executives
- Demonstrating the value of our SaaS platform, service offering and industry solutions

**2007-2009 STFA-JDN-SAUDI ARAMCO PROJECT**

KSA

**Technical Department, IT Manager**

- Project base settlement of the IT infrastructure in Saudi Arabia, Bahrain and Dubai
- Settlement of the SAP Systems
- Creating and implementing Document Control Procedures and Management Program
- Implementing VOIP
- Implementing Digital Archiving
- Settlement of the networking systems connected to head office
- Managing a talent IT Team internationally

**2006-2007 TURKCELL COMMUNICATION SERVICES**

TR

Business Development, Mobile Technologies Consultant

- Directing and coordinating 3G projects for Blackberry applications
- Controlling the financial flow of the given sales targets
- Creating a pipeline
- Designing and creating customer service projects

**2001-2005 YAPI KREDI BANKING SERVICES**

TR

Sales Department, Business Analyst

- Supporting internet and telephone banking services
- Customer feedback allocation and direction
- Setting up networking systems in coordination with IT department

**CERTIFICATES**

2012 SM	Digital Marketing & Social Media	IBS	TR
2011 ACONEX	ACA (Certified Consultancy)	Aconex	AU
2010 KOSGEB	UGE Entrepreneurship Cert.	BRJ Consultancy	TR
2003 MICROSOFT	MCSE	Bilge Adam	TR

**GENERAL**

Birth date: 12.01.1981

Birthplace: Zonguldak

Drive License: B (held since 1999)

Military Service: Done

Working Experience: 16 years

Marital Status: Single

**References will be available on request.**