



EG

ERDEMGÜNGÖR

E/M-Commerce & Marketing

38

+18

+22

YEARS OLD YEARS OF EXPERIENCE PROJECTS

ABOUT ME

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!**

I believe in personal attitude in business management rather than relying on details since they change so oftenly.

PERSONAL SKILLS

- CREATIVE
- COMMUNICATION
- INNOVATIVE
- TEAM WORK

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WORK EXPERIENCE

- **GEARBEST TR E-COM & MARCOM DIRECTOR** JUN 2018- PR.
E-Com & MarCom Director: As being operational representative of Turkish team in GB we worked on cross-border e-commerce as well as a local seller. We added a value to the brand boost sales with end-to-end e-com solutions. The strategy was being global while acting locally. We setup our own supply chain, OMS, Youtube and PR channels (groups/ universities) and collaborated amongst the most popular entities with own marketing team. Graphic design, performance marketing, strategy and plan development processed global and implemented locally. Turkish supply chain & OMS was implemented successfully. All the marketing tools were used like giveaways, Criteo, CRM Systems, Analyze and Report Systems.
- **DERIMOD SHOES & FASHION** SEP 2016- SEP 2017
E-Commerce & Digital Marketing Manager: Interactive marketing, CRM, e-commerce web/mobile site, logistics, budget, team and talent management.
- **REDMOND HOME APPLIANCES** JULY 2014-SEP 2016
E-Commerce & Digital Marketing Head: This is a hands on team and interactive marketing management having responsibility of directing the online business in all aspects.
- **GOLDMASTER ELECTRONICS** JAN 2013-JUN 2014
Digital Marketing & E-Commerce Director: Having the responsibility of innovative feed projects, I managed the e-commerce, social media, digital cycle & CRM.
- **SANAL MAGAZA ONLINE** FEB 2012-JAN 2013
E-Commerce Group Manager: Develop and execute online sales strategies with the innovational approach considering social media, CRM and e-commerce solutions.
- **ACONEX AU** JAN 2011-NOV 2011
Technology Marketing Consultant: Delivery operations and marketing analysis of the Aconex Cloud Project Management globally.
- **ARAMCO – JAN DE NUL - STFA** AUG 2007-SEP 2009
IT Manager: The management of core IT system as well as the ERP. The position holds the responsibility of team management and budget management.
- **YAPI KREDI BANK** AUG 2001-SEP 2005
Business Analyst: The position holds the responsibility to analyze the customers and their needs by exploring the technical solutions which would provide satisfaction.



PROFESSIONAL SKILLS

- E/M-COMMERCE
- COMMUNITY
- MARKETING
- OPERATION
- MARKETPLACE
- MOBILE APPS
- AI SOLUTIONS
- CRM
- ADVERTISING
- STRATEGY



EDUCATION

- **MASTER OF MARKETING** /SEP 2015 SEP 2017
University of Bilgi
- **MASTER OF INNOVATION** SEP 2009 – JAN 2011
University of Sussex
- **ECONOMICS** SEP 1999 - JAN 2003
University of Kocaeli
- **MIS-CERTIFICATION** JAN 2005 - JUL 2005
University of Galatasaray