

 MERT KÖSEOĞLU

DIGITAL CHANNELS MANAGER

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A dynamic and innovative senior manager with a proven track record in disruptive innovation and business transformation while demonstrating specialized expertise in product and project life cycle management to influence budgets through cost optimization and efficiency improvement to affect bottom line results delivering enhanced profitability and revenue growth.

EXECUTIVE SUMMARY

Having 14 Years of professional experience with 9 years of managerial experience in entertainment & hospitality, retail and marketing & advertising industries as a assistant creative director, assistant operations manager and finally as a digital channels manager has given me a strategic business perspective in identifying and capitalizing on new market opportunities through strategic marketing initiatives, leading the creation of innovative business units and delivering robust business models based on ROI while leveraging innovative technology for product management and its potential impact on business operations with KPI's.

- Identified and capitalized on new market opportunities, leading to the creation of innovative business units such as the first VR Room in Turkey. Proven resourcefulness in leveraging in-house resources for business establishment and achieving ROI within the first year of operation.
- Led a team of 11 marketing professionals in the development and successful presentation of a marketing strategy for a Non-Profit Organization project focused on preschool education.
- Reorganized revenue and volume reporting from ticketing systems, developed real-time dashboards for sales tracking, leading to improved goal setting and forecasting.
- Led a revenue generation project involving the development of a web-based ticket issuing portal for individual sales agents. The initiative was designed to streamline sales processes, enhance revenue streams, and improve overall business efficiency. This was achieved by integrating payment and commission processes with cutting-edge fintech applications, ensuring seamless transactions and accurate tracking.

- Implemented and integrated a new CRM application with other business systems to develop marketing automations and loyalty applications
- Implemented an in-house guest relations management platform, replacing a complex outsourced system, to enhance data security, flexibility, response times, and customer satisfaction, thereby increasing operational efficiency

I have consistently demonstrated my ability to drive business growth and operational efficiency through strategic planning, project management, and technology integration. I have a deep understanding of current and emerging technologies and their effect on business operations. I am committed to driving innovation, improving operational efficiency and financial forecasting to achieve business growth as a leader in an international organization delivering results in B2C markets.

Innovation and
Entrepreneurship

Data Analysis and Reporting

Brand Strategy and
Development

Financial Analysis and
Forecasting

Information Systems
Management

Strategic Planning and
Execution

Generative AI & Prompt
Engineering

Process Improvement and
Customer Satisfaction
Enhancement

CRM Implementation and
Integration

Budget and
P&L Management

Marketing Operations

Team Building and
Development

PROFESSIONAL EXPERIENCE

EMAAR TÜRKİYE

DIGITAL CHANNELS MANAGER – (May, 2020- Present)

As a transformative manager at my current organization, I have spearheaded numerous technology-focused initiatives aimed at enhancing operational efficiency and driving revenue growth. My vision for success has been to leverage innovative technologies to streamline business processes, improve data security, and enhance customer satisfaction.

The strategy was achieved in 3 major phases.

- ✓ Initial phase of the strategy was **System Integration and Management**: Executed a strategic initiative to optimize and enhance the company's systems and platforms, entailing the replacement of outsourced platforms with in-house resources, integration of various systems, and proficient management of new system deployments.
 - Replaced complex and outsourced guest relations management platform with in-house resources to improve data security, flexibility, response times, and customer satisfaction, resulting in operational efficiency.
 - Integrated security department's incident management platform to corporate systems, replaced reporting workflows, and created dashboards for a comprehensive overview of operational excellence.
 - Managed the purchase and deployment of a new ticketing system and completed the Oracle Fusion integration within the project targets.
 - Managed financial data and reporting integrations between POS systems and Oracle Fusion.

- ✓ The second phase of the strategy was **Innovation and Revenue Generation**: Led the initiative to foster innovation and elevate revenue by researching and recommending technology-centric projects, heading the development of a revenue generation initiative, and orchestrating the implementation of a new CRM system.
 - Researched and proposed new innovative technology-focused projects/applications to enhance efficiency in business processes.
 - Developed a new highly regarded revenue generation project by creating a web-based ticket issuing portal for individual sales agents and integrating payment/commission processes with fintech applications.
 - Completed the implementation of a new CRM system and integrated other business systems to create marketing automations and loyalty applications, resulting in increased conversion.

- ✓ The final phase of the strategy was to **Achieve Customer Satisfaction and Digital Optimization**: Enhanced customer satisfaction and streamlined the company's digital presence during this phase by transitioning from outsourced customer feedback platforms to in-house resources, establishing customer feedback workflows, overseeing SEO initiatives, and revamping company websites.

- Replaced outsourced customer feedback platforms and channels with in-house resources, improving security, consumer insight collection, management, and reporting for higher CSAT scores while lowering costs.
- Created a customer feedback and reporting workflow with in-house resources to collect CSAT scores from 75 Water-closets, resulting in quick identification of pain points with swift remediation and increased customer satisfaction without additional operational costs.
- Created a mobile customer feedback workflow with OTP verification for security to collect in-person customer insight.
- Managed SEO efforts for digital channels, resulting in higher SEO scores.
- Redesigned company websites and online ticket sales portal with in-house resources, resulting in a wider range of ticket sales and increased channel revenue.

EMAAR TÜRKİYE, EMAAR AQUARIUM & UNDERWATER ZOO

ASSISTANT OPERATIONS MANAGER – (March, 2017 - April 2020)

Utilized my expertise in pre-opening management and innovative project development to lead teams successfully in launching new business units, automating financial forecasting, and improving visitor experiences. Demonstrated a vision for success grounded in strategic budget control, cultivation of robust business relations, and leveraging data analysis to drive revenue growth and operational efficiency.

- ✓ **Expertise Utilization:** Demonstrated specialized skills in pre-opening management and innovative project development, aligning with the requirements of the Assistant Operations Manager role.
 - Managed pre-opening tasks for an attraction, ensuring all systems, equipment, and staff were ready for a successful opening.
- ✓ **Team Leadership:** Successfully managed and guided teams, showcasing effective leadership crucial for an Assistant Operations Manager overseeing diverse tasks and projects.
 - Recruited and trained guest relations and point of sales staff.
- ✓ **Project Management Skills:** Led initiatives in launching new business units, automating financial forecasting, and enhancing visitor experiences, highlighting a versatile project management skill set essential for comprehensive operations oversight.
- ✓ Implemented ticketing and access systems, established reporting and budget control mechanisms, oversaw equipment purchasing, and set up information displays and CMS.

- ✓ **Vision:** Communicated a forward-thinking and goal-oriented vision, indicating a strategic and well-thought-out foundation for decision-making
 - Created a new interactive zone for visitors and a VR Room, both of which significantly increased visitor engagement.
- ✓ **Budget Control:** Exhibited expertise in strategic budget control, showcasing financial acumen essential for effective operations management, with a focus on efficiency and resource optimization.
 - Automated yearly financial forecasting, improved B2B ticket sales revenue, and formulated Excel workflows for budget accuracy.
- ✓ **3rd Party Relations:** Cultivated strong business relations, emphasizing the critical skill of relationship-building for effective collaboration, partnerships, and stakeholder engagement.
 - Improved business relations with online trade partners, resulting in a 30% increase in B2B ticket sales revenue.
- ✓ **Data Analysis and Decision-Making:** Demonstrated a commitment to data-driven decision-making, particularly relevant for enhancing operational efficiency and driving revenue growth in the dynamic landscape of modern business environments.
 - Used data analysis methods to automate yearly financial forecasting, reducing the forecasting period and increasing budget accuracy.

MERLIN ENTERTAINMENT, SEA LIFE ISTANBUL AQUARIUM

ASSISTANT OPERATIONS MANAGER – (May, 2015 - March 2017)

- ✓ Executed a comprehensive system and enhanced the implementation of a team restructuring process to drive transformative improvements in the operational and financial performance of a major attraction facility.
- ✓ Presented a vision that focused on unifying processes, elevating customer satisfaction, advancing health and safety compliance as well as concurrently reducing costs while boosting revenue. Successfully achieved these objectives through innovative solutions, including the introduction of in-house exhibitions, live sales dashboards, and resulting in increased audit scores and upsell revenue.

ÇOCUKLAR ADVERTISING AGENCY*STRATEGY PROJECT MANAGER (December 2012 – May 2015)*

Leveraging my expertise in brand management and strategic planning, I have successfully overseen comprehensive communication strategies, developed brand architectures from scratch, and utilized data-driven insights to uplift brand image. My vision for success is to harness these skills to drive brand awareness, coordinate effective marketing operations, and lead dynamic teams in delivering impactful marketing strategies.

- ✓ Executed innovative brand management strategies, steering comprehensive communication plans, and developing brand architectures from inception to enhance perception.
- ✓ Applied consumer insights to refine brand perception, ensuring alignment with market trends for strategic positioning and compelling messaging.
- ✓ Orchestrated marketing operations and provided team leadership, optimizing processes and driving impactful strategies for sustained brand awareness.

YEMEKDEMEK.COM*ASSISTANT DIRECTOR (November 2011 – December 2012)*

I was instrumental in managing a new online food delivery start-up, where I spearheaded the development and implementation of innovative strategies to enhance user experience and gain a competitive edge. My vision for success was to establish an efficient workflow for administrative, sales, and document processing tasks, while supporting marketing operations in line with the company's strategic objectives.

- ✓ Led start-up management, guiding the development and execution of innovative strategies, elevating user experience and ensuring a competitive edge.
- ✓ Constructed a streamlined workflow, optimizing processes for administrative, sales, and document tasks, enhancing operational efficiency in every facet.
- ✓ Supported marketing operations, executing strategic plans in alignment with company objectives, contributing to the online food delivery start-up's success.

ÇOCUKLAR ADVERTISING AGENCY

JUNIOR STRATEGIC PLANNER & COPY WRITER (January 2010 – November 2011)

- ✓ Orchestrated the strategic reorganization of agency workflow to optimize efficiency.
- ✓ Streamlined processes and elevated output quality through meticulous planning and evaluation.
- ✓ Crafted compelling copy for print, web, and digital media campaigns.
- ✓ Leveraged the agency's strengths to position it as a formidable competitor in the dynamic advertising landscape.

HOBIM INFORMATION PROCESSING SERVICES

BUSINESS DEVELOPMENT SPECIALIST (February 2009 – January 2010)

- ✓ Identified inefficiencies in web-fed offset systems
- ✓ Conducted a thorough investigation to pinpoint root causes of loss and waste
- ✓ Envisioned solutions by enhancing productivity and measurability
- ✓ Delivered a detailed report proposing short-term and long-term solutions
- ✓ Drove a more effective production process

EDUCATION

B.A, International Business, London Metropolitan University, 2003-2007