



Deniz Erkol Gorlini

Marketing Strategy & Communications

Milan, Metropolitan City of Milan, Italy

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

French

English

Italian

Turkish

Czech

About

Senior Marketing Executive and Brand Strategist who believes the power of storytelling Inspirational and cross-functional leader

BRANDS WORKED WITH

ADIDAS GROUP

BEYMEN, MAYHOOLA GROUP RETAIL INVESTMENTS

British American Tobacco

KOPAŞ COSMETICS

Les Benjamins

Nike EHQ

Nike Sportswear Turkey

Nike Turkey

TUBORG CARLSBERG BW

Experience

● BRAND MARKETING STRATEGY ADVISOR

| Apr 2022 - Now

Supporting lifestyle brands to develop brand narratives, implement brand strategies and cross functional marketing gameplans

● Football Category Brand Manager

Nike Turkey | Mar 2022 - Dec 2022

Reporting to Marketing Director

- Develop and lead 360 category brand plans for Nike Football in Turkey
- Lead the cross functional team with category business vision, strategic roadmap, and seasonal category priorities
- Define state of the art brand positioning through totally unique and engaging model in Pro, Amateur and Grassroots segments with consumer centric physical and digital programming
- Develop cross functional category strategy, lead local insight generation for seasonal product launches, brand initiatives, clubs and federations, contracted athletes, and influencers
- Lead seasonal team jersey creative and seasonal apparel collection process for Turkish Football Federation, Galatasaray, and Trabzonspor Football Club's with Global Football Design team. Develop and drive 360 brand strategies with stakeholders and manage the retail business to leverage all stakeholders
- Develop and execute new ways to get under the skin of Turkish football consumer and fans; create separation in the marketplace with breakthrough brand initiatives led by digital Success Track: Nike Football category created separation with clear #1 position in Nike Turkey history for all Business KPI & Brand attributes for Footwear, Apparel and Licensed Business. Success Track: Galatasaray FC collection sold out with 1,3M pieces with Lions are Hunting campaign during 2012-13 European Champions League. Globally #3 in club kits collections sell through after Barcelona FC and Manchester United. Success Track: Brief and Lead the Turkish Magician brand campaign for World Cup 2014. The most digitally engaged campaign (to-date) in Turkish sports history developed with Weiden+Kennedy Global.

● Marketing Manager

TUBORG CARLSBERG BW | Sep 2022 - Dec 2022

Reporting to VP, Marketing

- Prepare brand strategy, positioning, pricing structure, the management of import process, legal and regulatory affairs, agreement commitments and volume targets of Carlsberg, Guinness, Leffe and Hoegaarden brands. (Brand mix holding 45% market share and 55% value share of total company)
- Analyze competitor's pricing and product mix to ensure competitiveness in the source of business aligned with P&L targets of premium brands portfolio
- Plan and manage the sell-in and sell-through budget for the category, quarterly reporting to International Brand Groups and company's global Board of Directors
- Manage brand marketing and event-sponsorships budget
- Develop In-store retail and HoReCa marketing strategy, manage POS

supply with cooperation with supplier companies, International Brand Groups, and channel development teams

- PR, events, celebrity endorsements and sponsorship management for premium brands category
- Lead seasonal educations of business partners, dealers, trade marketing, merchandising teams, HoReCa staff, sales representatives, and brand ambassadors
- Lead all market research and consumer insights, analyze their findings, report to Board of Directors covering monthly A.C.Nielsen, Consumer segmentation surveys, new product launch monitors, taste tests, all ad-hoc surveys for competitor analysis

● Nike Sportswear Category Brand Director

Nike EHQ | Apr 2022 - Oct 2022

Reporting to EMEA Marketing Vice President Lead Nike Sportswear category and brand teams across Russia, Turkey, Greece, Poland, Czech Republic, Israel, Middle East, Hungary, Croatia on brand vision and seasonal executions.

- Responsible for category strategy, annual game plan and regional growth drivers. Provide a clear vision and direction to the country teams with relevant objectives and KPI's
- Develop regional brand plan and guidelines to ensure consistent execution of product launches and brand activations in markets. Report Regional executions to Global Brand
- Drive planning process of local sports moments & brand enablement initiatives with country teams to enhance the category across Central Eastern Europe
- Act as Global lead for HO16 Nike Sportswear Global Sneakerboots Launch Event in Moscow Success Track: Nike Sportswear and Sneakers first time become #1 brand in all key cities of Central Eastern Europe for all Brand attributes among teens and young adults (HO15 Global Brand Strength Monitor)

● Brand Manager

British American Tobacco | Jul 2022 - Sep 2022

Reporting to Group Brand Manager

- Lead brand acquisition process and corporate communications plan for Tekel, the former state-owned tobacco company, under British American Tobacco portfolio
- Develop new brand architecture of House of Tekel, reposition the brand portfolio, develop new brand essence and consumer segmentation guidelines. Develop new visual identity guidelines, brand books for 6 brands under House of Tekel with G2 London and Ogilvy Worldwide
- Develop new pricing structure, brand optimization and migration plan for discontinued SKU's across the portfolio
- Lead the quality improvement process of Tekel portfolio in terms of manufacturing, packaging, and retail quality index; packaging format and design uplift in House of Tekel brands with G2 London, upgrade packaging standards compliant with BAT global quality standards
- Launch Tekel 2001 Turquoise that slows down share of market decline in Tekel portfolio and dramatically turned around the total brand market share (+ 10% market share in 3 months)
- Launch Tekel 2000 Export, first duty free brand of the market; with excellence in execution, selected as the best practice in BAT EMEA region in 2009 (15% segment share in Duty Free in 6 months)
- Develop new packaging innovations, differentiated POP tools, merchandising displays and promotional plans to support the brand under restricted brand marketing conditions in a dark market environment, becomes a success story and sets an implementation benchmark by competition

● Product Manager

KOPAŞ COSMETICS | Jun 2022 - Sep 2022

Reporting to Marketing Manager Responsible for Dalin (Baby Care), Voila (Hair Color) and Sesu (Personal Care) Brands

- Develop and execute 360 brand plans and trade marketing initiatives for Dalin Kids, Dalin Personal Care, Dalin Household, Voila Hair and Sesu Depilatory products for national scope and international markets
- Plan and coordinate brand communications including TV advertising, media planning, promotions and PR and events

- Lead new product development and launches for Dalin Liquid Detergent & Softener, Voila Highlight Kit, Sesu wax stripes

- **Head of Brand**

BEYMEN, MAYHOOLA GROUP RETAIL INVESTMENTS | Apr 2022 - Jul 2022

Reporting to General Manager Overseeing NetWork and Divarese brands represented in 148 own stores and e.com operating in Turkey.

- Set brand vision and annual marketing objectives across Brand Design, Brand Communications, Media & PR, Digital Marketing, Visual Merchandising, Events, Sponsorships and Collaborations
- Plan, implement and manage brand strategy and GTM game plan
- Review and manage brand image campaigns and 360 seasonal contents across all marketing pillars
- Build and keep the marketing budget in check
- Track brand KPIs on a regular basis and present reports to the Board and Investors.
- Work with sales and trade marketing teams for the development and customer and consumer journeys
- Lead new business development initiatives and brand collaborations

- **Brand Manager**

ADIDAS GROUP | Jun 2022 - Jul 2022

Reporting to Marketing Director Responsible for brand management and merchandising for Reebok footwear, apparel, accessories in Turkey.

- Develop and implement range pricing and margin strategy, track and analyze sales volume, outlet performance and stock levels of actual season, deliver mid-season entries from regional limited-edition assortments where there is a potential for domestic market.
- Coordinate brand marketing and sports marketing activities working with cross functional departments and third parties
- Develop and execute 360 communications plans, in-store executions, and visual merchandising guidelines
- Communicate with brand ambassadors, influencers, contracted athletes, and influencers. Lead brand events and sponsorships



- **Global Marketing Director**

Les Benjamins | Apr 2018 - Jul 2019

Reporting to CEO Responsible for the global positioning of Les Benjamins, a Turkish luxury streetwear label, articulating the value propositioning and brand distinction while building the brand worldwide. Translating brand messaging to build awareness and demand capture in key markets.

- Build the annual global marketing strategy and drive consumer journeys for key markets, Istanbul, New York, Dubai, Paris, Milano. Develop brand and retail game plan through a robust omni-channel approach led by digital
- Create high-impact, go-to-market plans to support the launch of seasonal collections, lead fashion shows and showroom operations in New York and Paris partnering with Sales teams to drive growth in wholesale and online business
- Lead brand creative and sales support materials including customer and industry presentations, marketing collateral, and all sales and channel support tools, fashion shows and global events
- Lead global and local collaborations (Puma Global, Coca Cola Global, Lacoste EMEA, Bloomingdale's ME, Beşiktaş Football Club Turkey), brand communications, entertainment, and influencer marketing
- Enable teams by giving a clear guidance in line with the global direction and cascading the right Geo point of view

- **Category Lead**

Nike Sportswear Turkey | Dec 2011 - Apr 2018

Football Brand Manager

EMEA Sportswear Brand Director

Turkey Sportswear Brand Lead