

Damla Nur Turan

Senior Merchandiser

📍 İstanbul, Türkiye

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Languages

English (Work Proficiency)

Turkish (Native)

Italian (Fluent)

About

BRANDS WORKED WITH

DESA Deri

Manu Atelier

MISELA

Polen Textile

Prada & Miu Miu

Experience

● Production Merchandiser

Polen Textile | Sep 2021 - Now

Accounts: Belstaff, C.P. Company, Marina Rinaldi, Alexander McQueen, Brave Kid (Dsquared Kid, Maison Margiela Kid, N.21 Kid)

- Follow up orders with vendors, customers, and internal parties to ensure customer satisfaction and on time delivery
- Arrange sample submission to customer for approvals
- Monitor shipment and logistics
- Provide solutions and support to ensure smooth production and manufacturing processes
- Merchandising, Production Control and Order follow up
- Purchasing accessories for sampling and production process
- Perform other duties as assigned by Management



● DESA Deri |



● Product Manager

MISELA | Dec 2017 - Sep 2021

Following Handbags and SLG production

- Purchase accessory and leather
- Prepare monthly sales reports for management
- Conducting market research
- Product management and product development
- Creating project timeline & schedule for the product team
- Sales planning and inventory control
- Work with sales director to create product sales strategies
- Oversaw all merchandise movement and quality control
- Materials research



● Operation Specialist

Manu Atelier | Apr 2017 - Dec 2017

Determine customer needs by specifying the research needed to obtain market information

- Assess market competition by comparing the company's product to competitors' products
- Provide information for management by preparing short-term and long-term product sales forecast, reports and analyses
- Facilitate inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules
- Creating flowchart for each season including budget, ordering, sampling
- Analyze proposed product requirements and product development programs, identify potential and new product opportunities or enhancements to existing products
- Establishing time schedules with design and manufacturing
- Determine product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and customized orders
- Work on all aspects of branding, and develop new branding tools
- Prepare project plans and coordinate software development and testing
- Work directly with wholesale customers and partners
- Quantitatively analyze results to drive product direction & strategy
- Research emerging technologies and trends.
- Create MANU Atelier guidelines for shipping, receiving, and selling re-

garding all aspects of operations & sales and ensure that they are being followed

- Oversee inventory cycle counts on a weekly basis
- Ensure that the aesthetic of the Manu Atelier brand is reflected in all aspects of production, operations and selling.
- Manage quality control, packing, export, and shipment of all products.
- Assist in the development of strategic plans for operational activity. Implement and manage operational plans.
- Improve processes in support of organizational goals. Formulate and implement departmental and organizational policies and procedures to maximize output. Monitor adherence to rules, regulations and procedures
- Take strong interest in custom changes & critics on products and following production
- Manage all daily aspects of the production and operations, including making weekly visits to the atelier and the warehouse
- Track the progress and details of all operations regarding production and logistics.

● Account Executive

Prada & Miu Miu | Dec 2013 - Mar 2017

Manage all wholesale accounts for Bags and Small Leather goods and Accessories

- Follow the Product Development for Handbags and Small Leather Goods, working closely with the Manager to help development process.
- Collect Costings for samples and finalize them for production
- Attend Product Review with Senior Manager Industrialization to pass corrections to factories for industrialization to start
- Build an Industrialization calendar plan to meet production deadline and make sure the dates are met
- Definition of the collection qualitative structure
- Materials research like accessory & leather
- Prototypes and samples launch and quality check
- Communication to Supply Chain of the necessary information for samples production
- Samples production process monitoring
- Visit fairs to keep up-to-date on the latest leather & accessory proposals
- Review and analyze weekly deliveries and style selling to spot opportunities and challenges While working at Prada&Miu Miu, I supported for all the export process of leathers produced for ARMANI, CHANEL and POLLINI SpA.