

Gizem Er

E-commerce Manager

İstanbul, Türkiye

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Languages

English

Turkish

Spanish

About

BRANDS WORKED WITH

Albert Berner GmbH TR

FAKO Actavis (Internship)

Flormar/Rocher Group

Groupeseb TR (Tefal, Rowenta, WMF)

Grünenthal GmbH

Experience

● E-commerce&OnlineSalesManager

Groupeseb TR (Tefal, Rowenta, WMF) | Jan 2021 - Now

Responsible from online sales of tefal.com.tr, rowenta.com.tr and wmf.com.tr

Coordination of performance marketing (SEO, SEM) and digital analytics & shopping journey (Google Analytics, Hotjar and other insight reports) agencies

Always on conversion & UX optimization (Insider, Related, Benchmarks etc.)

Follow up digital projects with IT team of platform provider (for example new app launch)

Team management of e-commerceoperationspecialistand performancemarketingspecialist.

● E-commerce Activation Manager

Groupeseb TR (Tefal, Rowenta, WMF) | Jan 2020 - Jan 2020

Understand shopper journey and behavior on ecom channels (websites, marketplaces and click&mortars) specifically at strategic eCustomers and provides recommendations

Always on optimization of e-commerce golden rules in all e-commerce channels

Promotional activities including eTrade marketing activities

Teams up with Digital Marketing and eKam to design seamless online shopper experiences to connect communication plans and account activation challenges

Managing retail media investments with strong focus on paid search POS

Fuels back marketing teams with insights from eCommerce to influence product roadmaps and communication plans

PPs product pages and landing pages creation and enrichment

Project lead for content push solutions

● Senior E-commerce Specialist

Flormar/Rocher Group | Jan 2016 - Jan 2020

- Plan and realize activities with focus on high growth in revenue and ROI in marketing costs

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Continuously check and improve user experience and functionality of the web site and manage new feature projects towards these goals.

- Suggest and realize new ways to meet the KPI's.

- Manage relations with digital agency and coordinate internal teams.

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Manage and analyze key marketing channels: including SEO, SEM affiliate marketing, display media, e-mail marketing, social media projects etc

- Monitor, review, and report all marketing activity and results

- Responsible for managing all website content and updates.

● E-Commerce Product Manager

Albert Berner GmbH TR | Jan 2014 - Jan 2016

- Responsible of online sales of berner.com.tr & mobile app

- Content management of website(CMS)and product information management via STEP CatalogueSystem

- Follow up of bug fixing & new developments via JIRA with global IT team
- E-commerce 6P planning & KPI reports
- Campaign management
- E-mail marketing via Inxmail.
- Online projects - online payment system, loyalty system, website re-launch

● **Product and Market Manager**

Albert Berner GmbH TR | Jan 2011 - Jan 2013

- Plan and realize activities with focus on high growth in revenue and ROI in marketing costs
 - Preparation and implementation of Marketing Plan
 - Preparation of Sales Action Evaluation, Product Mix, Customer Branch Distribution reports (monthly)
 - Campaign management - arrange campaign meetings with Sales Manager - to discuss new sales actions
 - and evaluate previous sales actions (monthly)
 - Updating price lists according to customer needs and market situation
 - Determine the new products for product range
 - Preparing catalogues by PIDAS
 - Updating or designing labels of products
 - Supporting sales team about product information
 - Preparing product information newsletters (monthly)
- Internships

● **laboratory internship in**

Grünenthal GmbH | Jan 2009 - Jan 2009

Job Description: 30 working days laboratory internship in Research and Development Department of Grünenthal GmbH

● **laboratory internship**

FAKO Actavis (Internship) | Jan 2008 - Jan 2008

Job Description: 15 working days laboratory internship in Quality Control Department of FAKO Actavis

Education & Training

2010 - 2011 ● **Bradford University School of Management**

Master of Science,

2006 - 2010 ● **Istanbul University**

Bachelor of Science,

● **Istanbul**

MBA,