



# Göksel GÜZEL

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## INTERESTS

§Photography (Continues with amateur clubs).

§Playing the violin (Kadıköy Music Center, June 2010-September 2011).

## REFERENCES

References available upon request.

## WORK EXPERIENCE

Farmatek Domestic and Foreign  
Trade Ltd. Şti., Istanbul

July 2016 — Present

Sales Manager

Definition of my position including managing distribution channel is below;

oFollowing-up sales, orders and consignment of dealer network all around Turkey,

oVisiting pharmacies, gyms and adding new selling points to existing ones,

oEnhancing the number of products and listing new ones in existing customers,

oBeing responsible for e-commerce channel (like *Markafoni*, *Hepsiburada* and *Trendyol*)

(In relation to this responsibility, I attached the biggest one, *Trendyol*, with which my company had never traded before, to our customer portfolio)

oFollowing-up collection of revenues,

oExecuting turnover objectives,

oFinding new customers and sales channels as well as keeping up the existing ones,

Hobby Cosmetics, A Subsidiary of  
International Dabur Holding,  
Istanbul

November 2012 — May 2015

Key Account Manager

Job definition of my position, which includes managing a team of three chain store sales representatives, reporting to the sales director who is the representative of Dabur Holding and preparing sales analysis reports through SAP in English, are below;

oOrganising sales agreement meetings annually,

In relation to this responsibility, I made a deal with a customer which my company had never traded before and I made this customer 3<sup>rd</sup> important customer in chain stores department.

oIncreasing count-ability and availability of listed products,

(In relation to this responsibility, I enhanced listed products in the customers which are in my responsibility and I listed all launched products.)

oFollowing-up annual targets based on endorsements, tonnages and returns.

I always exceeded my goals.

- oParticipating in the budget process by accomplishing negotiations on activity, endorsement and other premiums,
- oDeciding on specific activity implementations related to annual sales agreements like counts of insert square and exposures,
- oOrganising meetings with the sourcing department to assess purchasing conditions and their subsequent impacts on sales. Preparing progressive sales planning and following-up the practices. Negotiating customer requests in a constructive and a dedicated manner,
- oPreparing activity plans and negotiations on essential budgets,
- oContacting with sales area team in a daily manner regarding the issues of stores. Taking part in discussions with the counter parties and supporting the sales area team in finding sound solutions,
- oMaking proposals about pre-conditions for sales catalogs. Following-up and amending the proposals, if necessary.
- oCompleting invoice cross-checks with the sales agreement conditions. Making decision whether to put the invoice into operation or to ask for a change,
- oPerforming area visits properly and observing the performance of the sales area team. Ensuring the realization of the exposure workshops,

Düzey Marketing Corporation, A  
Subsidiary of Koc Holding, İstanbul

June 2003 — June 2012

Key Account Manager

**oKey Account Sales Manager (2010-2012):** Representing the Company in the annual sales agreement meetings together with the line manager, providing activity proposals and following-up effectiveness of sales campaigns.

I increased my customer, which was 6<sup>th</sup> important customer in the chain stores department according to endorsement, to second place and I broke the growth record with this customer.

**oMerchandising Territory Chef (2008-2010):**Managing a team of area merchandisers with a full responsibility including employee personal rights and recruitment.

**oOutside Order Taker and Controller(2004-2008):**Taking orders in line with customer needs, checking existing of listed products, preparing penetration reports and achieving quarterly targets.

**oDoor-to-Door Seller (2003-2004):** Selling and delivering (simultaneously) goods to customers and achieves monthly targets.

## EDUCATION

Marketing Education

January 2016 — February 2016

Bournemouth Business School International

Marketing, Advertising & Public Relations. (*Distinction level*)

Product Management and  
Marketing

September 2011 — June 2012

Marmara University, Institute of Social Sciences, Master's Degree

Economics

September 2005 — June 2010

Eskisehir Anadolu University, Faculty of Economics and Administrative Sciences

## HONORS

§**TÜĞİAD**, Young Businessmen Association of Turkey Entrepreneurship, Project Award-Championship, June, 2012

## TRAININGS

February, 2015.

### §Ekser Consulting, Istanbul

oNegotiation and Relationship Management

May, 2012.

### §Dale Carnegie Training, Istanbul

oSelf-Improvement For Targeted Business Performance

April, 2012.

### §Synergy Outdoor, Abant

oOutdoor Training on Team Synergy

June, 2009.

### §Ekser Consulting, Istanbul

oDeveloping the Sales Job 2

March, 2009.

### §Ekser Consulting, Istanbul

oDeveloping the Sales Job 1

October, 2004.

### §Retailing Institute, Istanbul

oEffective Sales Abilities Education

## CERTIFICATES

**Google Digital Workshop**, Certification of online marketing (This workshop consists of 23 modules which include principles of marketing, searching, e-mail, social media, visual ad, video, e-commerce, geo-targeting, web analysis.), July, 2017

## FOREIGN LANGUAGES AND EDUCATIONS

§**English:** Full professional proficiency

May, 2015-December, 2015

§St. Giles College International (*General English*).

June, 2014-May, 2015

§Having one-on-one English speaking course from a professional lecturer who is a native speaker of English.