

PERSONEL INFORMATION :

Name and Surname : Özgün Öztürk
Birthdate&Place : 14.11.1994 – Ankara
Nationality : Turkish
Civil status : Single
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EDUCATION :

2012-2018 : Atılım University , Industrial Engineering ,Ankara
2008-2012 : Kılıçarslan High School , Ankara
July 2011 :LTC International Language School – England / Eastbourne
July 2009 : LTC International Language School – England / Eastbourne

WORK EXPERIENCE :

December 2016 - Present : **Red Bull , Field Marketing Representative , Team Leader**

- Works closely in the field of ‘Marketing Specialist’ on the implementation of the field strategy and on the proposal of ideas and programs to build brand image and increases understanding of the product functionality on the local level
- Leads the sampling strategy in the field and supports the FMS in developing regional marketing plans.
- Shares market insights (consumer insights, competitors, etc.) with the field team.
- Supports the FMS in creating and supporting key events, scenes and marketing opportunities in line with Red Bull brand values
- Always has the ‘consumer’ and ‘brand’ eye in every single initiative.
- Leads the creative process with the wings team in the field and acts as a role model and displays the Red Bull values with a consistent tone which motivates and inspires.
- Promotes disciplinary leading for the team to manage product stock.

December 2015-2016 : **Red Bull , Field Marketing Representative , Team Member**

- Work within a team in the city and plan missions on a weekly basis.
- Proactively provide ideas, contacts and suggestions for sampling opportunities on an ongoing basis.
- Take ownership of key sampling projects that are set on a monthly basis.

- Approach a variety of people and interact in a natural conversation with the goal of developing brand loyalty with customers.
- Act as a Red Bull Ambassador at all times: be able and willing to share Red Bull content across my social network.
- Be knowledgeable around the benefits of the product and overcome objections with the consumer and answering questions.

October 2017 – May 2018 : Arolez Food Industry Incorporated , Intern Engineer

Conduct a detailed system analysis , and a result of these analyses , define the problem which is inventory and production layout to be solved using industrial engineering tools and methods , we found optimal layout with mathematical model and reached the following findings :

- Total production costs are decreased
- Inventory material handling costs are reduced
- Design of a new inventory and production system layouts.

June 2016 – August 2016 : Mesa Manufacturing Industry Incorporated , Intern Engineer

- Following production and management processes
- Evaluating the firm considering internship criteria
- Evaluation of quality standards and observation of internal inspections in the firm

June 2015-August 2015 : Arçelik A.Ş. , Intern Engineer

As a production planning engineer , having determined the insufficient production system and overwork hours as a result of the analysis ,with using optimization methods with the team .

- Material handling time is reduced with two alternative ways .
- Working hours for one worker are reduced.

LANGUAGES :

Main Tongue : Turkish

Fluent English

SKILLS AND ABILITIES :

IT Skills :

- Microsoft Word , Excel , Project
- Auto-Cad
- Mini Tab
- Arena Simulation
- Gams

Personnel Skills :

- Project Management

- Team Management
- Marketing Strategy Development
- Analytical Thinking

OTHER INFORMATION :

Achievements : Teaching experience as a dance teacher at Özgün Sistem Çankaya Koleji , Founder of Dance Community at Atilim University , Dancer at Danzonn Dance Academy

Personnel Traits : Positive , creative , patient , personable

Interests and Hobbies : Marathon Running (Wings for Life supporter) , Watching films , Dance , Drawing , Swimming , Ice Skating ,Traveling

REFERENCES : Available upon request