

Burcu Kantarcioğlu

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Summary

Marketing professional with broad experience in all aspects of marketing & branding including sales

Education

MBA (full time), University of Texas at Dallas | Dallas TX USA

August 2007 – December 2008

Concentration marketing & branding

BS in Economics, Hacettepe University | Ankara Turkey

September 1996 – June 2000

Experience

AGT A.S. | Antalya Turkey

July 2014 – August 2015, Global Brand & Marketing Executive (Brand Spokesman)

- Responsible for the implementation of global marketing strategies in the exports markets
- Supervised the brand & marketing component of the **Turquality Project** (Ministry of Economy & Ministry of Foreign Trade of Turkey) as AGT Brand Ambassador and brought in 10.8 million USD **Turquality Project** (4 years)
- Conduct overseas marketing activities regarding educational seminars, fairs and organizations

SABRE Airline Solutions | Southlake Texas USA

May 2008 – December 2009, Product Marketing Executive

- Responsible for the implementation of cash management products designed for the parties in the travel industry including travel agencies, hotels and airline companies
- Developed long term (3-5 years) strategic marketing road maps based on customer needs and competitive landscape and shaped the product portfolio from a marketing standpoint in conjunction with the IT team
- Provided competitive landscape and market research analysis for the global offices located in France, Australia and USA
- Created marketing content for new website and print materials

AKBANK Antalya Commercial Branch | Antalya Turkey

April 2004 – July 2006, Sales & CRM Executive (Ass. Branch Manager)

- Responsible for the marketing activities and customer relations
- Grew customer base from 15 to 100 companies in first year; ranked at top 5% among 200 Sales/CR managers; increased customer profitability substantially in two years
- Assigned commercial loans to branch customers and managed credit monitoring process
- Supervised a team of 5 branch officers working in operational activities

AKBANK Head Office (Sabanci Center) | Istanbul Turkey

November 2000 – April 2004, MT (Marketing)

- Responsible for the implementation of mass marketing projects and sales campaigns through Akbank branches
- Lead Akbank's first small business mass marketing project called "Pharmacists Project"; increased pharmacist customer base from 2,500 to 12,000 out of 20,000 pharmacists throughout Turkey; launched the first international organization called "Pharmacy Reimbursement Systems in European Union Countries" in Akbank Inc. with European Union Health representatives and Minister of Health of Turkey in attendance
- Arranged international fairs and attended national fairs to promote new financial products
- Implemented training courses related to the marketing projects and cash management systems for new recruits and branch personnel; ranked among top three best trainers by new recruits

Skills

- Adobe Illustrator, Adobe Photoshop, InDesign, Microsoft Office Programs

Honors & Awards

- International Toastmasters Club, 2009
- UTD Cohort Honors MBA Society, Social and Newsletter Committees, 2007 - 2008
- Turkish American Association of North Texas, Board Member, 2006 - 2007