

CV

Name Surname: Yağmur ÖZYER

Birth Date: 02.12.1984

Education:

| Education | Programme | Üniversity | Year |
|-------------------------|--|--------------------|------------|
| Undergraduate Education | Faculty of Economy and Administrative Sciences / Business Administration | Marmara University | 2002-2006 |
| Graduate | Faculty of Economy and Administrative Sciences / Global Marketing | Marmara University | 2006-2007 |
| PhD | Faculty of Communication / Advertising and Promotion | Marmara University | 2007- 2012 |

Academical Title:

| Title | Place of Duty | Year |
|------------------|--------------------------|-----------|
| Lecturer | Marmara University | 2008-2011 |
| Asist. Professor | Istanbul Arel University | 2012-... |

Thesis :

- The Effect of Women/Men Images for Brand Image on Advertisements.(Graduate)
- The Effect of Consumer Desicion Making Styles and Reason of Choosing Shopping Center on Shopping Center Loyalty(PhD)

Given Lessons:

| Year | Name of Lesson |
|-----------|---|
| 2008-2015 | Marketing Management |
| | Principles of Marketing |
| | Services Marketing |
| | Brand Management |
| | Retailing Management |
| | Store Management |
| | Marketing Technologies at Virtual Environment |
| | New Media and Brand Management |
| | Fashion Marketing |
| | Business Administration |
| | E-Marketing |
| | Critical Thinking and Entrepreneurship |
| | Customer Relationship Management |
| | Merchandising and Fashion Management |

Member of Institutes:

- PPDA (Pazarlama ve Pazarlama Arařtırmaları Derneđi) - Member
- TPD (Türkiye Pazarlama Derneđi) - Member

ACADEMIC PUBLICATIONS

1. The Effect of New Media and New Economy on Sustainable Pricing Strategies: Arçelik Case Analysis, 13. National Marketing Congress, 30 -1 November 2008, Nevşehir.
2. The Elector's Perceptual Associations for Turkey 2009 Local Elections and Suggestions, I. International Davraz Congress, 24-27 September 2009, Isparta.
3. Using the Information Technologies on Sustainable Competition and Textile Case Study, 16th World Productivity Congress and European Productivity Conference, 2-5 November 2010, Antalya.
4. Analysis of Turkey, Egypt and Tunisia Tourism Logos by Using Semiology, 2nd International 6th National Vocational Schools Symposium, 25-27 May 2011, Aydın.
5. Planning the Product Budget and Sales Forecasting of Entrepreneurs, Textile Case Analysis, 4th International Congress on Entrepreneurship, 02-04 May 2012, Manisa.
6. Algılanan Liderlik Tiplerinin Örgütsel Yaratıcılık Öğrenme Çabaları Açıklayıcılığında Firma Performansına Etkileri, 13. Ulusal İşletmecilik Kongresi, 08.05.2014, Kemer, Antalya.
7. An Estimation Research Based on Coffee Consumption Habits of Transnational Consumers in London, Turkish Migration Conference, 30th May – 1st June 2014, London, England (English).
8. Relationship Amongs Use of Humor, Group Cohesiveness, Communication and Individual Creativity of Acedemicians, International Educational Technology Conference, 3-5 September 2014, Chicago, USA(English).
9. The Effect of Innovative Culture on Organizational Culture Learning Efforts, İstanbul Social Sciences Journal, Vol.8., 2014 Fall.
10. Positioning of campuses in terms of satisfaction: A research on Marmara University, 2013, European Journal of Research on Education, Special Issue: Human Resource Management, pp.47-53.
11. The Moderating Effects of Perceived Use and Percieved Risk in Online Shopping, Journal of Global Strategic Management , Vol.16, 2014, December.

PROFESSIONAL EXPERIENCES

INTERNET TEXTILE A.Ş., İstanbul, Türkiye

2013-2015

Marketing Consultant

- Analysis the Target Market for the New Start-up Project Concerning The New Private Label
- Preparing and Analysing the Feasibility Report
- Preparing Business Plan
- Preparing and Analysing The Marketing Plan

MINOPOLIS A.Ş., İstanbul, Türkiye

2013-

Marketing and CRM Consultant

- Analysis the Target Market for the New Start-up Project Concerning The New Edutainment Area
- Analysing The Location and Store Check Plan
- Preparing the CRM Project and Controlling the Implemantation
- Preparing and Analysing the Feasibility Report
- Preparing Business Plan
- Preparing and Analysing The Marketing Plan

İSTANBUL OUTLET PARK SHOPPING CENTER, İstanbul, Türkiye
Marketing Coordinator

2009-2011

- Marketing Research
- Making Store Mix
- Preparing Business Plan
- Making Merchandise Plan

ALG PSİKOTEKNİK MERKEZLERİ LTD. ŞTİ., İstanbul, Turkey
Institutional Communication Director

2008- 2009

- Management of all franchise offices
- Making institutional agreements for 33 franchise offices
- Preparing marketing plans for each term and control them after end of each term
- Preparing and presenting training about marketing, sales management program and brand management for each franchise offices' marketers and company owners

DURAK TEKSTİL PAZARLAMA A.Ş., İstanbul, Turkey
Marketing Manager

MARCH 2007- NOVEMBER2007

- Administrate of the Marketing Research Project.
- Management of all advertising projects and administrate relations between advertising agencies and the firm
- Administrate of the CRM project related ERP and Suply Chain Management systems.
- Planing and controlling marketing activities for each term of the year and preparing the budget of the year.
- Preparing the cost analysis of competitor's substitution products.
- Pursuing the ISO instruments and making revisions when it is essential.