

SENIOR PROJECT MANAGER SPECIALIZED IN MARKETING & DIGITAL

Adobe Suite



Created visual identity, assortment, and digital communication:
 ✓ Handmade personalized gifts

Created activation concepts:
 ✓ Consistent & enhanced brand retail experience

I put back on track a project considered as dead only after 6 months in a new role within a new industry!

- ✓ Increasing the usage rate by **90%**
- ✓ Increasing the reporting rate by **67%**
- ✓ Increasing the results by **10%** for each key measure

Languages

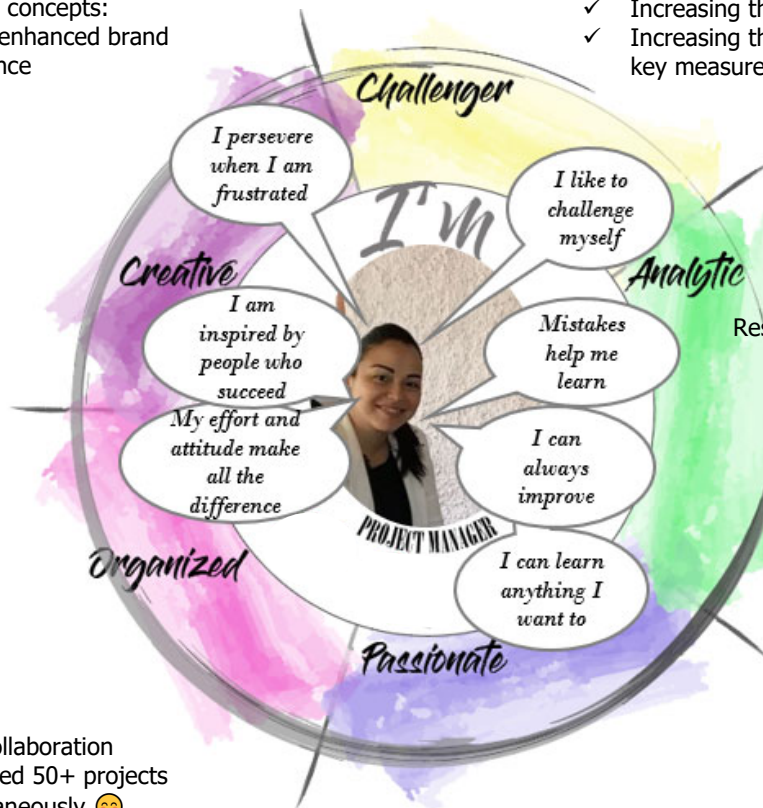


Digital



Leadership & collaboration
 ✓ Managed 50+ projects simultaneously 😊
 ✓ Including 36+ different products in 1 single project
 ✓ Team coordination
 ✓ Agency & supplier management

Learn and develop myself everyday:
 ✓ Flexibility in adapting to new environments
 ✓ Learning is my biggest motivation
 ✓ Apply and improve my competences
 ✓ Transform my passion to continuous learning course



Results improvement expert:
 ✓ Saving up to **50%** on project timelines
 ✓ Constantly maintaining quality over **90%**
 ✓ Responsibilities in capacity, quality, budget, productivity, action plans and goal achievements
 ✓ **+20%** traffic & sales

PROFESSIONAL EXPERIENCE

06.2019 - ...

Global Retail Marketing Project Leader

Swatch Headquarters, Swatch AG Biel

Managing global brand point of sale consumer journey and consistent retail experience (+850 POS) worldwide:

- Lead & develop strategic fit for use marketing tools, retail assets, guidelines and store activities
- Manage worldwide stores activation planning (+1500 yearly), from framework to proposals review & final approval
- Oversees and manage POS location presence across all digital platforms to strengthen online visibility and local sales
- Define global staff incentive strategy and develop dedicated programs (challenge, competition, rewards)
- Lead & report KPI's and business recommendation to optimize results
- Create & lead optimized Project Management Tool for streamlined in-market executions

Key results: **Simplified** and **optimized** strategy and process, avg. **+20%** traffic, **+20%** sales vs no activation

10.2017 - 05.2019

Digital Strategy Specialist & Creator MUG KADO

SAWI, Lausanne | www.mugkado.ch

2017-2018



Digital Strategy Specialist

SAWI Lausanne



My Passion

MUG KADO

1. Strengthen my Digital Marketing skills:

- Digital Strategy Specialist Diploma including start-up Digital Strategy proposal
- Social Media, Digital Branding, Analytics, Digital Strategy, Digital Project Management, SEO/SEA, Content Strategy, E-mailing, E-commerce, Influencer Marketing, Automation, Digital Media
- Content Production (Video, Photo, Text, Blog article)

2. Transform my passion to continuous learning course:

- Created visual identity, assortment, and digital communication:
 - ✓ Website | e-commerce creation and updates
 - ✓ Social Media management
 - ✓ Content creation: branding, visuals, videos, flyers, newsletter, etc.

3. Strengthen my creative skills:

- Adobe Creative Suite Course (Illustrator, InDesign, Photoshop)

09.2014 - 12.2017

Global GUCCI Beauty Trade Marketing Manager

Global Gucci Cosmetics, P&G Geneva | then Coty as of October 2016

Managed global brand go-to-market strategy and expansion plans across Middle-East, Asia, US, Europe and Travel Retail:

- Created & lead overall Visual & Merchandising Strategy defining regional assortment and planograms to optimize productivity results
- Lead & developed strategic fit for use initiative assets (agency brief), tools, guidelines and counter activities/events
- Managed worldwide counters/online activation planning (marketing calendar), guidelines & final executional approvals
- Lead & reported monthly sales/productivity and competitive analysis and business recommendation
- Created & lead optimized Toolbox Deployment Process for streamlined in-market executions

Key results: **New** brand visual & merchandising strategy, **3 month** time saving on both toolbox deployment & guidelines and executions approval

08.2011 - 02.2014

Europe Travel Retail Instore Specialist & Sales Supervisor Travel Retail France

Prestige Products Travel Retail Greater Europe, P&G Geneva

Managed the whole region instore activities for the 5 Top Luxury fragrance brands Gucci, Dolce & Gabbana, Hugo Boss, Lacoste and Escada:

- Built, lead and outperformed the end-to-end sales analysis tool & actions (Retail Metrics Program)
- Developed the Region Permanent Merchandising Strategy & Guidelines including Shelving, Visual and Assortment Strategy.
- Lead key temporary and permanent instore projects improving brand visibility and driving instore excellence.
- Managed Merchandising, assortment, promotions and instore executions for Aelia stores across France

Key results: **+10%** on key measures, **+100%** user adoption, **+67%** door coverage

08.2008 - 07.2011

Global Artwork (Packaging Development) Process Leader

Personal HealthCare Europe Middle East and Africa, P&G Geneva

Managed the whole packaging development process from design creation; including country specific Ministry of Health requirements through to the availability of the final packaging on shelves for Vicks, Metamucil, Pepto-Bismol and Align brands.

- Step changed results, timelines & process for the category
- Managed 100+ projects worldwide simultaneously leading multifunctional teams and organizations with responsibilities for 800+ M USD budget and the Artwork Team of 3 persons as well as 3 external suppliers' relationship, capacity and qualification.

Key results: **80%** time saving on budget management, **50%** time saving on project timeline, **90%** first time right artworks, **0** quality issues

2005-2008



Degree in Tourism Management

Swiss School of Tourism Sierre



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