



F. Alev BILGE, M.Sc.

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Education

Istanbul Technical University

Institute of Science and Technology, Istanbul, Turkey 2018

Doctor of Philosophy Candidate

Dissertation: "Category Management Design Model for E-Commerce"

Advisor: Prof. Dr. Fatma Kalaoglu

Other Committee Members: Prof. Dr. Bulent Ozipek, Prof. Dr. Ender Bulgun

Istanbul Technical University

Institute of Science and Technology, Istanbul, Turkey 2000

Master of Science in Textile Engineering

Dissertation: "Effective Costing System Development as a Control and Decision Making Tool in Production of Woven Fabrics"

Advisor: Prof. Dr. Emel Onder Karaoglu

Istanbul Technical University

Faculty of Mechanical Engineering, Istanbul, Turkey 1997

Bachelor of Science in Textile Engineering

Dissertation: "Productivity Increasing Techniques in Textile Industry"

Advisor: Asst. Prof. Dr. Sahin Akkaya

Adana Anatolian High School 1993

Professional Experience

Orange Consultancy <http://orangeedu.wix.com/orange>

Coordinator Oct 2014-**present**

- Developed and managed a project at the knitwear company **Kirazli Triko** as a Business Consultant between Jun 2016-Jun 2017 to improve sales and marketing activities with current and new customers
- Managed a project at the leatherwear and accessories company **Desa** as a Business Consultant between Dec 2014-Jun 2015 to improve sales and marketing activities at the export market
- Run academic lectures at **Istanbul Technical University** and **FMV Isik University** between Sep 2014-Sep 2017

Dogus Planet - www.n11.com Sales Dept, Istanbul, Turkey

Category Manager Apr 2013-Aug 2014

- Creating an ambitious growth sales business plan and the best practice of the involved e-commerce market for Womenswear, Kidswear, WCO-Wedding,Celebration&Organization and +18 categories
- Seller acquisition throughout the platform which is running in Open Market e-commerce structure

- Monitoring and reporting on the progress and efficiency of the plan against company KPIs
- Managing and developing a high performance team
- Managing Ad Words, Search Engine Optimization, Google Merchant, Ad Sales operations together with Marketing, Sales Planning and IT departments
- Planning macro size campaigns on payback to customer logic with Sales Planning Team at least one for each month
- Supervision of campaign plans to push product, brand or store in price and/or trend themes

Firsat Elektronik - www.morhipo.com Sales Dept, Istanbul, Turkey

Senior Product Manager Oct 2011-Apr 2013

- Planned daily private shopping campaigns lasting for few days under the section “Private Discount Club”
- Managed brand and product performances in an e-commerce site with seasonal sales under the section “New Season”
- Contributed to the site’s growth by taking strategic actions in cooperation with Marketing, Logistics, CRM, Warehouse and Accounting teams

Erk Pazarlama - Colin's & Loft Menswear Buying Dept, Istanbul, Turkey

Buyer Jun 2007–Apr 2010

- Prepared product matrix on woven product business according to the seasonal budget
- Developed new collection products together with the Design Team
- Developed new ideas in Sales and Marketing
- Overall responsibility of the product life from development to warehouse shipment
- Supervised the sales figures

Gaat - George@ASDA Sourcing Office Womenswear Fast Fashion Dept, Istanbul, Turkey

Senior Merchandiser Oct 2004–Dec 2006

- Developed Fast Fashion collection of jersey/woven/knit/denim products together with George Design and Buying Team
- Participated in monthly collection meetings which were held in Istanbul, Leicester/London in turn
- Ranked the selected items, negotiated on the prices and agreed on the order quantities with George Buying & Merchandising Team
- Joined fit sessions during product development

Next Liaison Office Casualwear Dept, Istanbul, Turkey

Merchandiser Mar 2003–Oct 2004

- Developed maternity denim collection together with Next Design and Buying Team
- Overall responsibility of the Critical Path - Progress Chart for women and maternity denim products
- Evaluated suppliers’ on time shipment, shipment quantity and quality performances
- Collaborated with Fabric and Development Technicians during development stage

Adidas Liaison Office Merchandising Dept, Istanbul, Turkey

Merchandiser Jan 2002–Mar 2003

- Developed jersey collection in collaboration with Adidas Design and Developer Team
- Directed and developed special Graphic Tee Project
- Provided color and product unity among the pieces and suppliers as a hub office
- Met product performance requirements according to Adidas standards
- Joined quality assurance projects and new system settings

Beymen Menswear Dept, Istanbul, Turkey

Product Manager May 2000–Jan 2002

- Joined budgeting activities
- Developed menswear collection together with the Designer, Product and Brand Managers; developed collections of men’s shirts and accessories (ties, socks, underwear, metal buttons, office accessories, pens, leather belts, bags, shoes, sun glasses, cigar boxes) and negotiated on prices with the suppliers
- Determined product retail prices
- Supervised daily store sales and organized repeat orders
- Made decisions on promotional activities and joined Visual Merchandising operations

Expert / Auditor / Reviewer Experience

European Innovation Council (EIC) H2020 - SME and FTI Instrument

Evaluation and Monitoring Expert 2015–present

ERA.Net RUS Plus Innovation Call Expert 2018–present

Turkish Accreditation Agency Technical Auditor 2014–present

The Scientific and Technological Research Council of Turkey International

Cooperations Promotion Programme Expert 2017–present

Istanbul Justice Commission Court Expert 2016–present

Textile Research Journal (Sage Publication) Reviewer 2012–present

Academic Experience

Istanbul Technical University Textile Engineering

Research Assistant / Teaching Assistant Dec 1997–May 2000

• Assisted below lectures:

♣ “Statistics”

♣ “Weaving Technology”

♣ “Patterning”

♣ “Weaving Machinery”

• Instructor of “Managerial Topics for Textile Industry” Lecture

• Developed a research project on Managerial Accounting System for Textile Industry

Instructor Experience

FMV Isik University Vocational School Garment Production Technology Programme

Instructor Sep 2016–Sep 2017

♣ “Management in Ready-to-Wear Industry” and “Window Design” Lectures

Istanbul Technical University Fashion Retailing and Management Masters Programme

Instructor Sep 2014–Sep 2015

♣ “Retail Purchasing” and “Fashion Management” Lectures

Orange Consultancy <http://orangeedu.wixsite.com/orange>

Instructor/Consultant/Speaker Oct 2014–present

Running below courses/programmes/projects:

♣ Fashion Management

♣ Retail Purchasing

♣ Customer

♣ Brand Engineering

♣ Welcoming Different Generations

♣ Fashion Buying and Merchandising

♣ How to Get Started E-commerce

♣ Window Design

Publication - Peer Reviewed Conference Papers

o Bilge, F. A., Kalaoglu, F., Eryuruk, S. H., Baskak, M., 2011, “*Analysis of Logistics Center Activities in Europe*”, IX. International Logistics & Supply Chain Congress, Oct 27–29th, Izmir, Turkey.

o Yanilmaz, M., Bilge, F. A., Kalaoglu, F., 2011, “*A Study on the Influence of Knit Structure on Comfort Properties of Acrylic Knitted Fabrics*”, 1st SMARTEX (World Textiles Conference), Nov 22–24th, Kafrelsheikh, Egypt.

o Bilge, F. A., Saricam, C., Kalaoglu, F., 2012, “*Assessment of the Influence of Brand Positioning in Private Shopping for Apparel Industry*”, IV. International Conference-Textile Science & Economy, Nov 6-7th, Zrenjanin, Serbia.