

ENES PEHLIVAN

Customer Experience & CRM Leader | Retention | Loyalty | Customer Operations | Marketing Alignment

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PROFESSIONAL SUMMARY

Customer Experience & CRM leader with 14+ years of experience across customer service operations, complaint management, key account customer support, CRM, retention, loyalty and marketing. Built a strong operational foundation during 9+ years at DHL Express Türkiye, then moved into customer experience leadership and marketing operations roles in the consumer electronics sector. Experienced in building CX functions from scratch, managing high-volume customer communication, leading customer service and experience teams, improving complaint-handling processes and turning customer feedback into actionable business insights. Combines operational customer care discipline with CRM, retention, loyalty and marketing perspectives to improve customer satisfaction, brand trust, service quality and long-term customer value.

CORE COMPETENCIES

Customer Experience Management	CRM & Retention	Customer Loyalty
Customer Service Operations	Customer Journey Improvement	After-Sales Experience
Customer Feedback Analysis	Voice of Customer	Cross-functional Operations
Service Quality	Key Account Customer Support	Marketing Operations
Complaint Management	SLA & Performance Management	Consumer Electronics
Stakeholder Management	Team Leadership	AI-supported Customer Insight

PROFESSIONAL EXPERIENCE

Independent Customer Experience, CRM & AI Consultant

Independent Consultant | Sep 2025 - Present | Istanbul, Türkiye | Remote

Focused on independent projects at the intersection of customer experience, CRM, retention and AI-supported customer insight.

- Developed concepts around customer insight, CRM intelligence and strategic decision support.
- Designed approaches to turn customer feedback, objections and market signals into actionable insights, playbooks and improvement opportunities.
- Researched CRM, retention, loyalty and customer journey systems to identify opportunities for smarter segmentation, automation and AI-supported decision-making.
- Explored AI-supported use cases in customer understanding, feedback analysis and market validation.

Marketing & Customer Loyalty Manager

Nothing Türkiye / Evofone | Nov 2024 - Aug 2025 | Istanbul, Türkiye

Brand launch, customer loyalty & market development role

- Supported brand marketing, customer loyalty and customer-focused communication activities for Nothing in the Turkish market.
- Worked on brand positioning, customer engagement and go-to-market communication.
- Coordinated with internal teams, agencies and business partners to support campaign execution.
- Monitored customer feedback, market reactions and user expectations to support communication and customer experience decisions.
- Contributed to the alignment between marketing, customer experience and after-sales service processes.

Customer Experience & Marketing Operations Director

TECNO Türkiye | Jun 2023 - Oct 2024 | Istanbul, Türkiye

- Led a 20+ person organization covering Marketing, Customer Service and Customer Experience operations.
- Managed customer communication, complaint monitoring and user feedback processes to improve customer satisfaction and brand trust.
- Led cross-functional initiatives between marketing, service, sales and agency teams to improve the end-to-end customer journey.
- Contributed to high-impact brand campaigns, including campaigns reaching 200M+ Instagram views and TECNO Türkiye's first offline launch event.
- Turned customer feedback and market reactions into actionable insights for marketing, service and customer experience improvements.

Customer Experience Manager

TECNO Türkiye | Oct 2021 - Jun 2023 | Istanbul, Türkiye

- Built and scaled a comprehensive Customer Experience department from scratch.
- Designed customer communication flows, complaint-handling processes and service quality standards.
- Managed high-volume customer communication and user feedback processes.
- Improved complaint management performance and contributed to stronger brand reputation in the Turkish market.
- Worked closely with service, product, sales and marketing teams to identify recurring customer pain points and develop feedback mechanisms.

Customer Service Lead

DHL Express Türkiye | Sep 2011 - Feb 2021 | Istanbul, Türkiye

Career progression: Customer Support Representative / Call Center Agent -> Customer Complaints Specialist -> Call Center Supervisor -> Head of Key Accounts Customer Desk

- Built a strong customer service and operations foundation through multiple roles within DHL Express Türkiye.
- Led VIP and key account customer operations, escalation management and service recovery processes.
- Supervised a 20+ agent call center team, managing SLA, quality and performance KPIs.
- Managed customer complaints, high-priority cases and customer communication processes.
- Coordinated with operations, sales and service teams to resolve customer issues and improve service quality.

KEY ACHIEVEMENTS

- Built and scaled a Customer Experience department from scratch at TECNO Türkiye.
- Led a 20+ person organization across Marketing, Customer Service and Customer Experience operations.
- Led VIP and key account customer service operations, escalation management and service recovery processes at DHL Express Türkiye.
- Contributed to digital brand campaigns reaching 200M+ Instagram views and supported TECNO Türkiye's first offline launch event.
- Combined customer service, CRM, loyalty and marketing expertise to improve customer trust, retention and customer satisfaction.

EDUCATION

Kocaeli University - Faculty of Economics and Administrative Sciences, International Relations
Osmangazi / Mustafa Saffet Anatolian High School - Turkish / Mathematics

TOOLS & AREAS OF KNOWLEDGE

CRM | Customer Feedback Systems | Complaint Management Platforms | Customer Service Reporting | SLA & KPI Tracking | Digital Marketing Tools | Customer Journey Analysis | AI Tools for Business Research | Market Research | Microsoft Office | Google Workspace

LANGUAGES

Turkish - Native | English - Professional Working Proficiency