



Melike Taner

*Consumer Insights Executive - Brand Strategist
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PERSONAL PROFILE

Consumer insight and strategy specialist that knows how to drive business results to get deep insights. Proven brand developer skilled in qualitative and quantitative methods with a scientific yet artistic approach to insight discovery and application.

EXPERIENCES

2023 September–Present *Strategic Insights Executive, Japan Tobacco International*

- Is responsible for all Reduced Risk Products (aka RRP) category including heated tobacco (Ploom), vape and nicotine pouch brands of JTI. Ensures the timely and accurate delivery of weekly, monthly and quarterly reports. Supports retailer reviews with impactful performance slides. Effectively prioritises and manages ad-hoc requests and reports.
- Has a proactive approach to generating insights on RRP. Monitors competitor marketing activities, identifies significant pricing and communication changes and opportunities for strategic alignment. Regularly in contact with Brand and Activation teams to provide timely feedback.
- Is responsible for supporting the new product lunches in different cities, examining marketing operations and evaluating their impact, identifying emerging opportunities for enhancing product distribution and operations in key sales channels.
- Presents findings to the Brand, Activation, Digital and Merchandising teams in a clear and concise way to discuss product performances, opps and risks

2022 December–2023 July *Morrison's and Co-op Customer Insight Analyst, Mondelez International*

- Was responsible for preparing seasonal, weekly, promotional and competitor EPOS tracker reports to uncover signals, patterns and trends to drive long-term business performance
- Presented complex data to the stakeholders in a clear and concise way to discuss category and product performances, opps and risks, effectiveness of promo periods etc.
- Worked with external partners (IRI, SKUtrak) who leverage analytics tools and processes
- Monitored and evaluated key performance indicators (KPIs) to assess the effectiveness of business strategies and initiatives
- Executed the business analytics agenda using a methodical approach that conveys to stakeholders what business analytics will deliver

2019 October–2021 December *Consumer Insight Specialist, Kimola Data Technologies*

- Worked under high pressured environment in a one-to-one relation with enterprise level brands in different sectors such as Pharmacy, Electronic Items, Tobacco, Automotive, Entertaining, Banking and FMCG.
- Defined and understood the needs of brands, provided social listening research frameworks and managed the projects. She collected data from various social media channels such as Twitter, Instagram, YouTube, Facebook groups and forums and analysed data by using Excel, PowerBI and Tableau to find patterns, connections and consumer insights. Provided a road map for marketing teams of brands.
- Delivered actionable insights and marketing suggestions to her clients based on the analysis of social listening data.
- Carried out qualitative and quantitative social listening research projects (continuous and ad hoc) from data preparation and analysis to final presentation.
- In addition to working as a Consumer Insight Analyst, she also consider herself as a marketing consultant.

2018 June–Sept *Marketing Internship, Yıldız Holding*

- Product and Consumer Analysis
Prepared an insert considering consumer demands and company benefits, It achieved great success with over 52% increase of sales.

PROGRAMS AND TOOLS

- [Tableau](#) • Power BI • MS Office Programs (Excel, PowerPoint, Word) • BrandWatch • SQL(basics)
- Social Listening Data Scraping Tools (Scrapestorm, Kimola Analytics, Coberry...)

EDUCATION

Department of Statistics, Middle East Technical University

LANGUAGE SKILLS

- Turkish (Native)
- English (Advanced in both writing and speaking)