KARIN **ŞARKLI**

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Summary

International sales and business development professional with experience across global client relations, marketing communication, CRM-driven sales processes and translation. Proven ability to manage customer journeys, stakeholder communication and cross-functional coordination in international environments. Strong focus on growth, process optimization and delivering consistent, high-quality client experiences.

Experience

Global Sales & Business Development Specialist **08/2024 to 11/2024**
Nove Group **Istanbul**

- Managed international lead generation and conversion strategies for aesthetic services.
- Collaborated with marketing teams on digital campaigns and social media outreach to increase inbound inquiries.
- Delivered online presentations and consultations, strengthening brand trust and improving conversion rates.
- Utilized CRM tools to optimize customer journey, campaign performance and service offerings.
- Coordinated cross-functional teams (medical, marketing, operations) to ensure consistent brand communication.

Sales Manager **10/2022 to 01/2024**
Trioklinik **Istanbul**

- Led and optimized sales and client communication processes aligned with marketing objectives.
- Utilized CRM systems to track customer interactions, analyze performance and forecast demand.
- Supported brand positioning through consistent international client messaging and consultation standards.
- Managed team performance, training and internal coordination.
- Supported recruitment, onboarding and training initiatives to improve team communication and productivity.
- Contributed to market expansion strategies and long-term client relationship development.

Global Sales Specialist & Patient Coordinator **10/2021 to 04/2022**
Trioklinik **Istanbul**

- Led international patient acquisition through effective communication and relationship management.
- Coordinated end-to-end customer journeys including consultation, translation and post-treatment follow-up.
- Strengthened brand reputation by ensuring high client satisfaction and continuity of communication.

Translator **08/2018 to 09/2019**
Şarklı Jewelry **Istanbul**

- Delivered Turkish-English written and verbal translation for international clients.
- Supported sales, customer communication and product presentation process.

Skills

- CRM Management
- Lead Generation & Funnel Management
- Marketing & Sales Communication
- Business Development Strategy
- Presentation & Content Development
- Microsoft Office
- Team Leadership
- Client Relations
- Translation & Language Services

Languages

Turkish - C2
English - C2
Armenian - C2
French - B1
Spanish - A1

Education and Training

Bachelor of Arts: **English Language and Literature**
Yeditepe University — Istanbul

High School Diploma
Esayan Armenian High School — Istanbul

Courses And Projects

- CRM Course
- Persuasion Techniques and Psychology of Persuasion Training
- MUN (Model United Nations) Project
- Comenius Student Exchange Programme

Hobbies and Interests

- Dance & movement
- Traveling & cultural exploration
- Volleyball

References

Available upon request.

Websites, Portfolios, Profiles

- linkedin.com/in/karinsarkli