



SUMMARY

Marketing/Growth Analytics professional with a track record of solving complex business problems using data and constructing measurement frameworks for digital, influencer, and offline channels. Demonstrated success in making the company Trendyol the largest e-commerce player in its region, collaborating with diverse partners and managing analytical teams skilled in data analysis and visualization, uncovering growth opportunities, and optimizing performance. Deep understanding of attribution models, marketing automation, and a passion for leveraging data to drive marketing success and business growth. Experienced in various global markets (including TR, KSA, UAE, DE, AT, NL, AZ)

EDUCATION

Bilkent University

Bachelor's Degree in BA

2011 - 2016

GPA: 3.5/4

Bachelor's Degree in Electrical & Electronic Eng.

2010 - 2011

Drop-out

Universitat de Barcelona

Bachelor's Degree in BA - Exchange program

2014 - 2015

ACHIEVEMENTS

- 2015 - **Google Online Marketing Challenge Winner** in Middle East & Africa, allowing students to experience, create, develop, and run an online advertising campaign using Google AdWords with a \$250 advertising budget provided by Google. Over 18,000 students from more than 80 countries participated in 2015's Challenge.
- 2014 - Selected as **Top Google Student Ambassador** of 2013-2014 in Europe among 57 ambassadors and had been awarded a trip to Google San Francisco office, Silicon Valley to participate GSA Summit in USA. Had been hosted as the only non-American participant from out of USA.
- 2013 - **Scholarship of Excellence** at Bilkent University for 2013-2014 Academic Year by being among top 2% of Management students. GPA: 3.96(2015)
- 2014 - **Finalist** at Ülker Bizz@Kampus Marketing Competition- Ranked among top 10 teams selected from 1100 applicant teams around the country with innovative product ideas for Yildiz Holding(world's 3rd largest confectionery manufacturer in 2014)

PROFESSIONAL EXPERIENCE

Growth Analytics Manager

Trendyol (owned by Alibaba, Valued at \$18b) | 2020.01 - Present

- Leading a team of 20 analysts, with 2 direct-reporting managers
- Developing an analytical understanding of what drives growth, spotting growth opportunities for the product and how it can be improved
- Making in-depth analyses of customer behavior across multiple device categories, cross device tracking and attribution
- Supporting data processes - provide the team with ad-hoc analysis, A/B tests, automated dashboards, and self-service reporting tools so that everyone gets a good sense of the state of the business
- Contributed to achieving a 100x growth in transactions for the company's core business in TR, subsequently transitioning to the manager role for other global analytics teams of the Europe and Gulf regions and helped to achieve 2M app DAU in a year.
- Creating the frameworks and business questions to enable influencer affiliate network growth (30k influencers globally)

Data Analyst

Trendyol | 2017.07 - 2020.01

- Leading a team of 20 analysts, with 2 direct-reporting managers
- Developing an analytical und

Marketing Analyst

Freelance | 2015.10 - 2017.07

- Worked with 3 clients as being the sole responsible for digitalizing the company's operations in sales and marketing while implementing their digital marketing campaigns
- Helped the digital transformation process of the clients' existing facilities
- Analyzed the customer behaviors to offer the most appropriate marketing campaigns for different segments
- Increased the sales by 23% in 6 months which also resulted in an increase of ROI by 16%

Management Consultant - Full time intern

A.T. Kearney | 2016.11 - 2017.3

- Structure ambiguous problems and take action to solve them
- Synthesize clear takeaways from complex information into clear takeaways and recommendations using both qualitative and quantitative methods
- Work effectively with diverse teams to come up with the best solution and move people and organizations to act