

PERSONAL INFORMATION



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Sex Male | Date of birth 19/11/1996 | Nationality Turkish & EU (Bulgarian)

WORK EXPERIENCE

March 2017 – August 2017

Growth Hacker

OTSIMO, (Üniversiteler Mah. ODTÜ Teknokent, Kuluçka Merkezi 2, no:13, 06800 Ankara/Turkey)
otsimo.com

- Improved company and product visibility as well as autism spectrum disorder awareness via various email, social media, and meet-up based marketing campaigns.
- Contributed to organizational development and achieved process optimizations in design and development by writing research-backed papers and presenting implicational findings to employees on all levels, on several topics like: Lean Analytics, Lean UI/UX, Google Design Sprints, and more.
- Conducted (non-)customer interviews and applied tests in autism education institutions, receiving feedback on our product. Interpreted and presenting findings to the marketing team.
- Increased retention rates, optimized the onboarding processes, and found creative design improvements by facilitating a Google Design Sprint for the marketing team.
- Gained hands-on and research experience with Agile, Lean, Scrum, Design Thinking, and Scale-up methodologies.

Business or sector A social startup developing educational applications for children with Autism Spectrum Disorders and their guardians.

September 2020 - ongoing

Junior Consultant

Core Strateji, (Maslak Mah. Ahi Evran cad 34485, Ahi Evran Cd. No:6 D:3, 34398 İstanbul/Turkey),
corestrateji.com

- Taking on supporting and observation roles in research, client meetings and presentations, etcetera.

Business or sector End-to-end innovation consultancy specializing in innovation strategy, corporate entrepreneurship, ideation and acceleration programs.

EDUCATION

September 2018 – July 2019

MSc in Strategic Innovation Management (CGPA: 7.2/10)

University of Groningen, Groningen/Netherlands

- Took advanced courses including but not limited to: innovative firm strategies and structures, knowledge & creativity management, change management, service/product and organizational innovations, business model innovations, innovation partnerships, people & culture management, IT management, capturing value from innovations, two-sided market management.
- Trained in advanced qualitative as well as quantitative research and analytical skills.
- Gained proficiency in listening, feedback, self-reflection, dealing with ambiguity and resistance, empathy, persuasiveness, consultancy, and leadership through workshops given by experts.
- Analyzed a vast data set of different organizational innovation and transformation initiatives submitted to the ISPIIM Grand Prize by multinational firms, and examined what types of performance increases they experienced, for my master's thesis.

September 2014 – June 2018

BSc in Management (CGPA: 3.41, Honour)

Bilkent University, Ankara/Turkey

- Took fundamental courses in business, including but not limited to: Business Strategy, Innovation Management, Digital and Traditional Marketing Strategies, International Business, Organizational Sciences, Operations and Supply Chain Management, Human Resources, Sustainability, Entrepreneurship, Finance, Economics, and Statistics.

PERSONAL SKILLS

Mother tongue(s) Turkish

Other language(s)	UNDERSTANDING		SPEAKING	WRITING
	Listening	Reading		
English	7.5	8.5	8.0	6.5
IELTS Academic (Overall: 7.5/C1)				
German	A2	A2	A2	A2
German Courses Throughout Middle and High Schools				
Dutch	A1/A2	A1/A2	A1/A2	A1/A2
University of Groningen: Dutch Courses for Students and Staff				

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- **Teamwork:** Worked in a great number of cross-functional and specialized groups, for projects throughout my education, as well as in Otsimo.
- **Interviewing:** Acquired through skills and consulting workshops at graduate level, various employee interviews for projects, and customer interviews in Otsimo.
- **Presentation and Public Speaking:** Led course projects presentations in both undergraduate and graduate levels, in addition to presenting my research and subsequent findings in Otsimo.
- **Formal Written and Verbal Communication:** Was responsible for communicating and interviewing with numerous stakeholders for projects, Otsimo's marketing and growth related tasks, in addition to taking a specific undergraduate course in business communications.

Organizational / managerial skills

- **Time Management:** Took on the maximum course load every semester, with side projects like Otsimo going on during undergraduate levels. Completed a master's degree while working five days a week. Never failed a course or took a resit.
- **Conflict Resolution:** Managed major conflict processes within course projects, and also between our Product Manager and a team member in Otsimo.
- **Leadership:** Took charge and responsibility as a student and as a worker. Allocated fair workloads and roles in team projects. Kept everyone motivated for the end result.
- **Flexibility:** Continuously took on different types of courses and responsibilities to develop myself in all areas and have a wider skill set.
- **Event Organization, Marketing, and Coordination:** Organized four meetups for Otsimo's networking and marketing events, finding venues, speakers, sponsors, and marketing the meetup itself.

Job-related skills

- In-depth understanding of innovation as a process and as a result.
- Extensive knowledge of organization-, team- and product-level strategies, strategic alignments, pivoting and iterative development.
- Graduate level critical reading, comprehension, writing, research, qualitative and quantitative analytical skills.
- Highly passionate in social responsibility and sustainability matters.
- Personal drive since childhood for working in digital and similar technological industries.
- Detail-oriented, flexible, creative, teamplayer, proactive, intuitive learner with a growth mindset, undergoing an IBM data science certification program.
- Highly valuing integrity, transparency, altruism, accountability, and empowerment.

Digital skills

- Received courses on and used different Microsoft Office applications (especially Excel) in analyses, presentations, reports, and papers.
- Broad understanding of digital KPIs like churn, conversion, onboarding, customer life-time value, as well as mechanics of search engine optimization, Google Adwords, affiliate marketing, etc.
- Can independently create captivating emails, content, and websites for marketing purposes.
- Possess a high level of affinity with technology in general, being able to quickly learn and use new concepts and tools.