

Cansu Kahraman

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PROFESSIONAL SUMMARY

As an Assistant Brand Manager at Oze Kahve, I have been actively involved in digital marketing strategies, e-commerce operations, and brand management. Gained valuable experience in the FMCG sector by focusing on coffee and beverage products. Balancing my role with my studies as a senior year student at METU, I have developed strong technical and managerial skills. I am eager to explore FMCG marketing practices and consumer engagement strategies that aim to integrate responsible branding and digital innovation. Outside of work and studies, I enjoy taking coffee breaks, trying new cuisines, and practicing yoga, which keeps me active and motivated to work.

EXPERIENCE

ASSISTANT BRAND MANAGER

JUNE 2023 - CURRENT

OZE KAHVE | ozekahve.com.tr

- Developing project plans, tracking progress, and optimizing deliverables.
- Assisting in multi-channel marketing campaigns, including digital, social media, and PR.
- Monitoring project progress, performance, and deliverables by checking required standards and deadlines.
- Enhancing brand positioning, increasing awareness by 15%.
- Collaborating with digital marketing, SEO, and design teams for sustainable growth.
- Implementing website improvements, seasonal sales, and influencer collaborations.
- Managing e-commerce operations and online product listings.

AMAZON E-COMMERCE SPECIALIST

NOV 2023 - JAN 2024

OZE KAHVE | amazon.com.tr/stores/OzeKahve/

- Executed a project to launch and optimize Oze Kahve's Amazon store.
- Developed and launched the Amazon store for Oze Kahve, overseeing the entire setup process.
 - Uploaded all products and configured variants to ensure comprehensive product listings.
 - Managed and optimized product photos to enhance visual appeal and consistency.
 - Designed the store page layout to improve UX.
 - Categorized products effectively to streamline search and browsing for customers.

E-COMMERCE SPECIALIST

APRIL 2022 - JUNE 2023

OZE KAHVE | ozekahve.com.tr

- Managed the company's online store platforms (Website, Trendyol, Hepsiburada, Getir, TrendyolGo).
- Added products to the online store, tracked inventory, and performed regular updates.
- Managed e-commerce activities that resulted in a 50% increase in online sales.
- Provided online customer support services, by managing customer complaints and inquiries.
- Initiated and managed new projects aimed at improving e-commerce processes.

CERTIFICATIONS

- **Stajyer & MT Hikayeleri** – Anbean KAMPÜS, February 27-28, 2025
- **Central Career Summit** – Youthall, February 21, 2025
- **What's New, What's Next - The Future of Marketing** – Anbean KAMPÜS, February 20, 2025
- **Marketing & Sales School** – METUBİZ, December 12-13, 2024
- **What's New, What's Next - The Future of Sales** – Anbean KAMPÜS, December 4-6, 2024

EDUCATION

Computer Education And Instructional Technology (CEIT) | Middle East Technical University

AUG 2020 - CURRENT

GPA: 3.35

Expected Graduation: 06/2025

LANGUAGES

English - B2 Pre-Intermediate

SKILLS

- **Key Skills**

- Leadership,
- Remote Teamwork,
- Project Management,
- Organization Skills,
- Problem Solving,
- Strategic Thinking,
- Data Analysis,
- Brand Storytelling,
- Consumer Engagement
- Market Research,
- Cross-Functional Collaboration,
- **E-commerce & Marketing Tools:** İkas, Amazon, Trendyol, Hepsiburada, Getir, TrendyolGo, Google Analytics & Search Console, Meta Ads, Euromsg Express, Mailchimp, İkas Mars
- **Collaboration & Office Tools:** Trello, Jira, Slack, Microsoft Office Suite - Word, Excel, PowerPoint
- **Technical & Design Skills:** HTML & CSS (for website edits & SEO improvements), Adobe Photoshop, Canva, Figma

HOBBIES & INTERESTS

Coffee Culture & Taking Coffee Breaks • Culinary Experiences • Yoga • Driving & Road Trips • Attending Creative Workshops