

Cansu Kahraman

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PROFESSIONAL SUMMARY

As a Brand Manager at Oze Kahve, I excel in creating and implementing marketing strategies and optimizing e-commerce operations, highlighting my strong project management and collaboration skills. Balancing my duties with my studies as a third-year CEIT student at METU has further developed my technical and managerial skills. I am committed to staying ahead of industry trends and technologies to create innovative marketing strategies and adapting evolving market trends to achieve sustainable growth. I am dedicated to fostering a culture of diversity, equality, and sustainability within the workplace and across all brand initiatives.

EXPERIENCE

BRAND MANAGER

2023 JUNE- CURRENT

OZE KAHVE | ozekahve.com.tr

I continue to manage e-commerce operations.

- Successfully managed multiple projects simultaneously by prioritizing tasks according to urgency, resource availability, and alignment with organizational goals.
- Developing project plans, timelines, and milestones
- Monitoring project progress, performance, and deliverables by checking required standards and deadlines.
- Develop and implement integrated marketing campaigns across multiple channels, including digital, social media, and PR.
- Successfully implemented a new brand positioning strategy that led to a 15% increase in brand awareness.
- Collaborate with cross-functional teams as digital marketing specialists, SEO specialists, graphic designers, and blogger to ensure consistent sustainable growth.
- Applying recommendations and suggestions from departments to improve website performance and user experience.
- Designing, implementing, and evaluating special campaigns and promotions as email marketing, seasonal sales, and influencer collaborations, to boost engagement and sales.

AMAZON E-COMMERCE SPECIALIST

2023 NOV - 2024 JAN

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 navigation and user experience (UX).
- Categorized products effectively to streamline search and browsing for customers.

E-COMMERCE SPECIALIST

2020 APRIL - 2023 JUNE

OZE KAHVE | ozekahve.com.tr

- Managing the company's online store platforms (Website, Trendyol, Hepsiburada, Getir, TrendyolGo).
- Adding products to the online store, tracking inventory, and performing regular updates.
- Created and managed e-commerce activities that resulted in a 50% increase in online sales.
- Providing online customer support services, and managing customer complaints and inquiries.
- Initiating and managing new projects aimed at improving e-commerce processes.

EDUCATION

Computer Education And Instructional Technology (CEIT) | Middle East Technical University
GPA: 3.2
Expected Graduation: 06/2025

2020 APRIL - CURRENT

LANGUAGES

English - B2 Pre-Intermediate

SKILLS

- **Key Skills:** Leadership, Remote Teamwork, Project Management, Organization Skills, Project Tracking, Problem Solving, Strategic Thinking, Data Analysis, Cross-Functional Collaboration, Brand Storytelling, Content Creation, Influencer Marketing, Public Relations, Event Management
- **E-commerce Platforms:** İkas, Amazon, Trendyol, HepsiBurada, Getir, TrendyolGo
- **Collaboration Tools:** Trello, Jira, Slack
- **Programming Languages:** HTML, CSS, MySQL (Beginner)
- **Graphic Design:** Adobe Photoshop, Canva, Figma, Blender
- **Email Marketing:** Euromsg Express, Mailchimp, İkas Mars
- **Office Software:** Microsoft Office Suite - Word, Excel, PowerPoint