

# Mehmet Emre Toktay, MBA

## Business Intelligence Specialist



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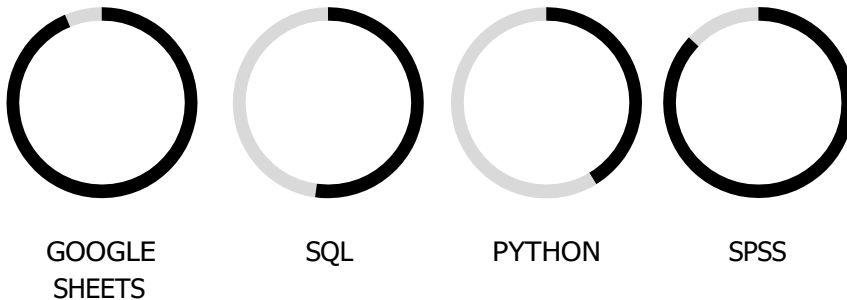
### About Me

Based on my interest in data science, in my career, which I revised, directed to the areas that interest me by analyzing business life; I have created a road map where interdisciplinary, fully reflect my personality and contribute to academic/business life literature.

Looking ahead, I am eager to continue my studies and pursue a PhD that will complement my business and academic interests. Specifically, I am drawn to topics such as Agile Lean Six Sigma \*\*, Machine Learning with Lean Six Sigma \*, and Data Science in Tourism \*. These are areas that fascinate me, and I believe they have the potential to make a significant impact on both business and academic research.

My job search is focused on finding opportunities where I can utilize at least 2-3 of my developed skills, with a preference for data science roles. I am seeking a company that values innovation, encourages professional growth, and fosters experimentation. Furthermore, given recent events, remote work or relocation to another city (domestic or international) is a top priority for me. I believe that Istanbul's dense population is the city's biggest challenge in the event of a potential earthquake. While my job allows for remote work, I should relocate to other cities as a social responsibility.

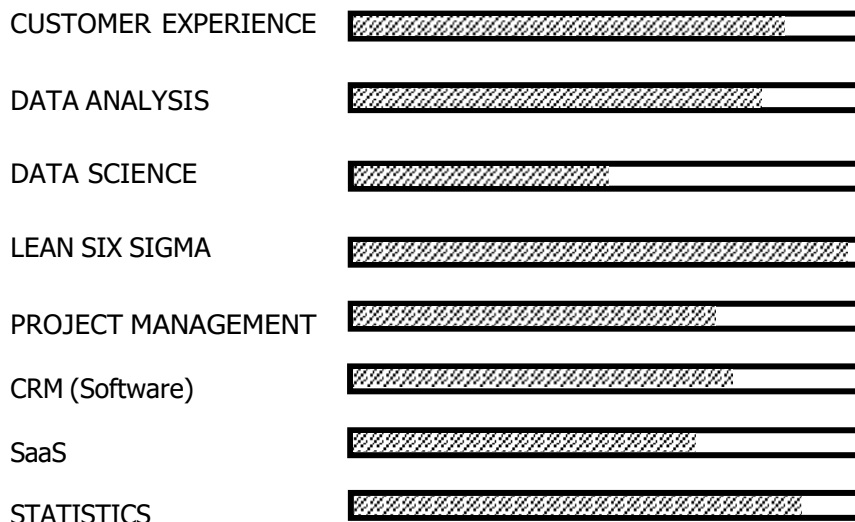
### SOFTWARE SKILLS



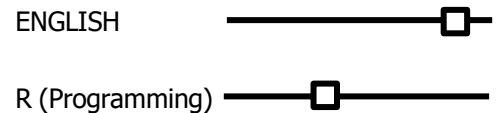
### SKILLS

- Analytical thinking • B2B
- Automation • Customer complaint management
- Data Munging • Continuous improvement
- Data Ingestion • Flexibility
- Data Storytelling • Strategic partnerships
- Data Visualization • Strategic planning
- Survey • Quality control

### PERSONAL SKILLS



### LANGUAGES



### CERTIFICATE

- Lean Six Sigma Black Belt, CSSC
- Data Analytics for LSS Certification, University of Amsterdam, [Syllabus](#)
- Data Scientist, Udacity, [Syllabus](#)
- Programming for Data Science with Python, Udacity, [Syllabus](#)
- Lean Six Sigma Green Belt, COPC

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## ADDITIONAL INFORMATION

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- In my Master thesis application, I did research on an international SaaS company's customer satisfaction data and process. Based on the research results, I supervised the **Lean Six Sigma** customer satisfaction improvement project for 6 months. As a result of project's implementation, relevant process time decreased 26%. Furthermore, just in 2 months overall customer satisfaction level increased 12%.
  - I assist **Pardus Tech**, a software firm founded by my brother\* that provides outsourcing to major companies such as Amadeus, Tav, Turkcell and Anadolu Sigorta. My responsibilities include participating in tenders and negotiations (Such as IBB negotiation), as well as overseeing and supporting business processes within the company.
- \* E.Deniz Toktay – Software Solutions Architect at Pardus Tech

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## EDUCATION

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Istanbul Arel University  
2019 - 2022  
Master's with thesis, MBA

Istanbul University  
2018- 2019 (suspend)  
Master's degree, Statistics

Akdeniz University  
2009 - 2018  
Undergraduate, Tourism

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## EXPERIENCE

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### Teleperformance / Business Intelligence Specialist

04/2021 – 12/2022

As a dedicated Outsource Business Intelligence Specialist at **Google**. My responsibilities include automating tracking systems through Google Sheets, developing custom dashboards in CRM programs utilizing SQL, collecting and combining data from disparate CRM and data warehouse systems into a single platform, and creating visually appealing pages in Google Data Studio for all levels of management.

In addition, I utilize Google Analytics to track and analyze key performance indicators (KPIs), conduct statistical analysis, and provide insightful presentations on the overall state of operations for clients. I am skilled in lean six sigma and other methodologies, which allows me to identify problem areas and recommend solutions to improve business processes.

Overall, my work as a Business Intelligence Specialist at Google has allowed me to contribute to the success of multiple countries by providing invaluable insights and driving operational improvements.

**Reference:** *Emre Balci - Operation Manager/Teleperformance*

### Teleperformance / CX lead, Account management

09/2019 – 04/2021

As a dedicated Customer Experience Specialist at **Lenovo**, I deliver my service for both B2B and B2C clients. I play an support role for Lenovo's global CX team, spearheading the initiative to establish a CX culture in Turkey and providing regular reports to the MENA Director of the Lenovo Company. I use an agile approach to promptly address customer feedback and identify opportunities for improvement.

As part of my role, I initiate a general CX culture, create process maps and yearly roadmaps, and conduct long-term data analysis to identify root causes and make necessary corrections. Through detailed data analysis, I provide valuable insights to enhance the overall customer experience. I strive to exceed expectations and drive success for both Teleperformance and our clients.

**Reference:** *Dasa Molnarova - EMEA Customer Experience Manager/Lenovo*

### DataDuck / Support Team Turkey Coordinator (St. Petersburg)

07/2017 – 09/2019

At the support unit of a Russia-based company, I led a remote team of 7 people to ensure continuity of support operations for Turkey. As the only support department in the country, I took on more responsibilities beyond my role as coordinator.

I authored articles and managed tasks for the support team across 34 countries and 7 regions, covering topics such as customer complaint management, effective communication, and proactive problem-solving. Drawing on my autonomy as a coordinator, I implemented 360-degree customer satisfaction strategies and improved customer experience with the company's CRM software.

**Reference:** *Sergey Alkasarov – Head of Customer Services/Dataduck*