



UBEYDULLAH KELEŞ

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PROFILE

I am an AI enthusiast with a background in retail and e-commerce. Between 2008 and 2022, I worked in several fields and experienced different approaches to work and life. My previous job titles include; market management specialist (one year), retail store manager (eight years), start-up owner (three years), and business analyst (half a year). Beginning in 2021, I started learning **Python, data analysis, and artificial intelligence**. As part of my learning journey, I got accepted to Google Developers ML Bootcamp Turkey 2022 in July. I will graduate from the boot camp in November with a TensorFlow Developer Certificate. By the end of the boot camp, I will have studied and practiced deep learning for 4.5 months. My current goal is to start working at a company doing exciting data-related work. I am **thorough** and bring a **spirited commitment** to my work. I lived outside Turkey for about a year. Reading general science, learning French, and practising yoga are some of the fun things that I do outside work. I am an **essentialist** at heart.



WORK EXPERIENCE

03/2022 – 08/2022
İstanbul, Turkey

Business analyst Veripark

I worked as a business analyst at Veripark from March to August 2022 as part of a team comprising 15 members. We built and maintained the online banking platform for our foreign client in the financial sector. I was the only analyst in the unit; others worked as software developers and QA specialists. The work was tech-intense, challenging, and fun! I quit my job at Veripark to fully commit to learning AI.

02/2019 – 05/2022
İstanbul, Turkey

Founder Kolay Çerçeve (www.kolaycerceve.com)

- Bootstrapped 200k+ TL and developed brand identity, marketing strategy, and manufacturing processes as the founder of Turkey's first and only **photo printing and custom framing e-commerce business**,
- Grew sales to more than **700 successfully fulfilled orders** from across Turkey within three years, expanded Instagram audience base to 4.5k+ organic followers, and maintained 5-star company rating on Google,
- Initiated and managed relationships with a network of 10 suppliers, nine artists, and 10+ designers, creative agencies, and developers, and developed strategic partnerships to serve as printing supplier to three e-commerce companies in Turkey,
- Managed company website from development to daily maintenance, including conducting user testing and addressing technical issues, optimizing Google Ads campaigns, and analyzing website usage and sales reports,
- Collaborated with UI/UX designer to create company website, marketing and packaging material and website visuals.



WORK EXPERIENCE

10/2021 – 02/2022

Co-founder Pebbles

- Co-founded boutique **data science agency** on Upwork specializing in statistical analysis and natural language processing,
- Defined technical scope for services and drafted 40+ proposals for potential clients,
- Liaised between UK-based client and technical partner to analyze client needs and create natural language processing-based taxonomy of data science roles as first project in January 2022, delivered to full satisfaction of client.

03/2012 – 03/2020

Store manager and brand creator Amant Turc

- Transformed traditional family-owned fine art business into **Turkey's first contemporary art print shop** specializing in digital illustration, photography, and custom printing and framing,
- Generated repeat business through exceptional customer service and grew a loyal customer base of locals, expats, and international visitors, establishing Amant Turc as a focal point for accessible art lovers and the digital arts community,
- Recruited 40+ Turkish and international artists and negotiated terms of art sales,
- Managed procurement, inventory, budget and accounting, artist collaboration, and customer engagement,
- Oversaw complete renovation of space in historical building—from interior design to storefront and product display—to highlight original architectural features and align physical space with brand identity.

08/2008 – 09/2009

Market Management Specialist Eureko Sigorta

- Joined insurance company as **management trainee**,
- Led customer segmentation project which consisted of seven members from various departments,
- Prepared monthly sales KPIs and industry benchmarking reports and shared with management.

08/2007 – 11/2007

International Marketing Intern Arçelik A.Ş.

- Analyzed international sales and advertising data, created reports for department manager.



EDUCATION

09/2011 – 09/2012

Psychology İstanbul Şehir University

- Took eight courses ranging from critical thinking to understanding science and technology to understanding politics and economy.

09/2003 – 03/2008

B.S. Industrial Engineering | 3.25/4.00 Yıldız Technical University



EDUCATION

1999 – 2003

Sciences | 4.37/5.00
Vefa High School



SKILLS AND TOOLS

– DIGITAL PRODUCT DEVELOPMENT

Business Analysis



Software Quality

Assurance



Usability Testing



UI/UX Design



Project Lifecycle
Management



Trello



Bitbucket



– E-COMMERCE MANAGEMENT

Customer Experience



Google Ads



Shopify



Digital Advertising



Google Analytics



– ANALYTICS

MS Excel



Python



Data Analysis



SQL



Machine Learning / AI



– DESIGN TOOLS

Adobe Photoshop



Adobe Illustrator



– LANGUAGES

Turkish
Native

English
C2

French
A1



COURSES I AM TAKING AS OF JULY 2022

20

%

Google Developers ML
Bootcamp Turkey 2022

10

%

100 Days of Code: The
Complete Python
Bootcamp by Dr. Angela Yu

47

%

Programming for Data
Science and Python
(Nanodegree)

50

%

Product Management 101
by Todd Birzer



CERTIFICATES

12/2021

Python for Data Science and Machine Learning Bootcamp

Jose Portilla

<https://www.udemy.com/certificate/UC-6110174a-59af-4d5c-8951-7a248756d326/>



SUPERPOWERS

Modest

Essentialist

Resilient

Big picture obsessed

Conceptual thinker

Super-analytical



SOCIAL MEDIA



my LinkedIn profile



my Goodreads profile