Ali Emre Kuzucu

Data Analyst, IT Business Analyst

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- Lausanne, CH
- 14/01/1991
- Work permit B
- Linkedin
- Github
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ABOUT ME

Experienced and **results-driven** professional **analyst** with a background in customer success strategy, data analysis and business analysis over 8 years of expertise.

Thriving in **dynamic environments**, I've played key roles in **Agile** frameworks, leading the implementation of **enhancements**, conducting comprehensive **testing and documentation**, and refining **business rules** to align with overall business strategies.

I always do my best to bring a **collaborative** and **innovative mindset** to the table, emphasizing the value of **teamwork**, creativity, as well as pushing boundaries to achieve excellence.

EDUCATION

Certificate in Software Development
Constructor Academy, Zurich, CH
2024

Erasmus Program
University of Technology, Eindhoven, NL
2013 - 2014

Bachelor's in Industrial Engineering
Sabanci University, Istanbul, TR
2010 - 2015

French High School
Notre Dame de Sion, Istanbul, TR
2005-2010

LANGUAGES

- Turkish
- English
- French

KEY SKILLS

- Project Management / Requirement Engineering / Version Update management / New customer onboarding / Cross-functional coordination /

SOFTWARE SKILLS

- Project management (Jira, Confluence, ServiceNow) - Intermediate level
- Microsoft Office suite (Word, Excel, Power point) - Advanced level
- SQL
- Python
- JavaScript
- Power BI
- Mixpanel

WORK EXPERIENCE

Talent.com // Lausanne, CH // International job platform // ch.talent.com
07/2022 - 04/2024

Data Analyst
- Enhanced and expanded existing campaigns across multiple international markets, particularly in DACH, Italy, BENELUX and other growing European markets.
- Engaged in proactive client communication for upselling opportunities.
- Contributed to account setups, ensuring XML feed integrity, URL source tracking, cost-per-click and KPI optimization.
- Acted as the point of contact for technical issues and bug resolutions for all customers.
- Managed client campaigns, representing over 7.5M CHF annual revenue.

Hitit // Istanbul, TR // Airline & Travel IT solutions provider// hitit.com
06/2020 - 07/2022

Senior Business Analyst
- Defined and improved Use Cases, Business Rules, and User Stories to ensure they align with the overall business strategy and goals.
- Mentored and guided two new team members, overseeing their tasks and helping them integrate into the team by providing hands-on support and ensuring their work aligned with project goals.
- Assisted the integration of new clients by providing training, evaluating their existing business processes, and incorporating any missing functionality.
- Employed Agile methodologies to regularly plan sprints, review progress, and hold daily team meetings, improving project coordination and flexibility.

09/2018 – 06/2020

Application Coordinator
- Led the integration of the clients with over 100 sales partners, ensuring seamless operations and expanding the company's market reach.
- Achieved an increase on number of passengers processed by the system, from 500,000 to 6,000,000 passengers.
- Initiated and managed the launch of a new business line, resulting in a 100% boost in customer revenue.
- Developed strategic business plans and provided high-level insights to stakeholders, including airline CEOs, board members, investors, and ambassadors.

09/2015 – 09/2018

Business Analyst
- Collaborated closely with development teams to translate business needs into functional specifications, facilitating the development and implementation of software solutions.
- Redesigned sales channels for an ongoing project to increase sales opportunities which increased airline revenues 80.000 Euros yearly.
- Assisted in the development of detailed project plans and timelines, facilitating effective project management and timely project completion.
- Oversaw the SaaS migration of 3 airlines.