



Ali Emre Kuzucu

IT Business Analyst, Data Analyst

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.

WORK EXPERIENCE

Hello 50:50 World // Zurich, CH // NPO aims to increase diversity in Tech // hello5050.world

2024 - Present

Lead Backend Engineer

- Designed, built, and maintained RESTful APIs, ensuring efficient data flow between client applications and backend services.
- Designed and implemented secure authentication and authorization mechanisms using JWT, OAuth.
- Worked with frontend developers and UX designers to design and implement scalable and modular frontend architecture using React.

Talent.com // Lausanne, CH // International job platform // ch.talent.com

2022 - 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

2020 - 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.

2018 - 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.

2015 - 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.

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

- English - C2
- French - B2
- Turkish - Native

KEY SKILLS

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

SOFTWARE SKILLS

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