

# KEMAL ARDA ELAMAN

Istanbul, Turkey

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## Education

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### **Bogazici University**

BA Economics

Societies: Effective Altruism Bogazici / Bogazici Simurg Motorcycle Club

Istanbul, Turkey

Sep 2021 – Present

Taken Courses:

EC438 - Experimental Economics

INTT480 - Sp. Tp. in Data Analytics & Visualization

AD48G - Sp. Tp in Data Science

EC48E - Sp. Tp. In Financial Economics & Machine Learning

### **Samsun Final Science HS**

High School GPA: 97,8/100

Samsun, Turkey

Sep 2016 - June 2020

## EXPERIENCE And EXTRACURRICULARS

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### **YAPIKREDI BANK**

*Customer Value Management Intern (Sales and Marketing Strategy)*

Istanbul, Turkey

Oct 2023 – Jan 2025

- Worked on an In-app campaign benchmark project, between Yapı Kredi and three different rival firms.
- Took an active role in designing new offer strategies suitable for customers' profiles and needs.
- Analyzed and reported sales performances of In-app marketing offers.
- Checked and reported anomalies which triggered SQL database warnings.
- Supporting efforts to enhance digital channel offerings and improve sales performance.

### **BOGAZICI UNIVERSITY**

*Research Student Assistant*

Istanbul, Turkey

Aug 2024 – Sep 2024

- Project Assistant to Dr. Basak Taraktas for “Effects of social media use on political communication in society: Polarization or dialogue” project.
- NLP learning and studying with Dr. Taraktas to contribute to the work within the project.
- Studied individual tweets about BLM movement and labelled them for use in machine learning models.

### **GENVEON PHARMACEUTICALS**

*Business Development Intern*

Istanbul, Turkey

Jul 2023 – Sep 2023

- Re-arranged and analyzed “Licensed Drugs List (Turkey)” to list new investment opportunities.
- Wrote two tools on R.
  - One of them chooses best medicine investment bundle considering user specific requests. Tool has accelerated the process significantly.
  - Second one is a Web Scrapping and cost analysis tool, which search KG prices of requested “active ingredients” and calculates approximate COGS. With this tool, the process reduced to a few minutes, saving a substantial amount of manual labor.
- Analyzed sectoral developments around the world and Turkey on a daily basis.
- Searched and reported the pharmaceuticals companies which are on R&D phases of new medicine around the world.
- Analyzed partnership agreements and legal documents with the team.

## INTER MOTTO CORPORATE MANAGEMENT CONSULTING

*Consultant Intern*

Istanbul, Turkey  
Feb 2023 – May 2023

- Worked on strategic consulting reports and presentations for clients.
- Worked on 'Executive Research' field (competitive analysis and website creation)
- Worked with HR consulting team to organize personnel framework of client companies.

## BOGAZICI UNIVERSITY

*Teaching Assistant / CMPE 140*

Istanbul, Turkey  
Oct 2022- Jan 2023

- Attended lab hours to teach students graphical data models and coding in R language.

## AWARDS AND CERTIFICATES

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- Won first place in 'Bogazici Business Challenge 2024'.
- Data Analyst in Python - Datacamp
- Microsoft Excel: Sıfırdan Uzmanlığa Eğitim Seti – Emre Akyüz
- Microsoft SQL from A to Z – Brewster Knowlton
- Marketing Psychology & Neuromarketing with Dekker – Dekker Fraser

## SKILLS

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Programming Language:  
Software:  
Language:

R, SQL, Python  
MS Office, Power BI, Pega  
Turkish (Native), English (Advanced)