

# Bekir Arslan

**Product Data Scientist, Data-Driven Growth Specialist, Visualization Designer, Storytelling Enthusiast**

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## SKILLS

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Data Driven Product Management, Product Data Management, Growth Management, Growth Marketing, Data Visualization, Data Governance, Data Storytelling, Data Literacy, Business Intelligence, App Store Optimization, UI Development & UX Design, Content Marketing, Copywriting.

## TOOLS

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SQL, Python, Google BigQuery, Google Analytics, Google Tag Manager, Google Data Studio, Google Optimize, Firebase, AppsFlyer, MobileAction, SensorTower, Tableau, Power BI, Git, D3.js, HTML / CSS, Adobe Apps, Office Apps, Atlassian Apps (Jira, Confluence, Trello etc.)

## DOMAIN KNOWLEDGE

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Media, Dijital Streaming & VoD Platforms, Publishing, Information Technology, Product Development, Growth Marketing, Crowdfunding, Cinema Production, Humanitarian Works, Logistics.

## SOFT SKILLS

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Analytical Thinking, Storytelling, Curiosity, Problem Solving, Business Understanding, Documentation, Communication, Mind Mapping, Remote Work, Presentation, Lifetime Learning.

## EXPERIENCE

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### **Data-Driven Growth Specialist — TRT (Turkish Radio and Television Corporation), Istanbul Jan 2022 - Present**

- Mentoring data driven growth teams of digital products which consist of content, product, data, marketing, social media members. (TRT İzle: Netflix-like vod app that 5M+ users downloaded, TRT Dinle: Spotify-like sound app that 600K+ users downloaded and TRT Bil Bakalım: Mobile game app that 2M+ users downloaded)
- Guiding the teams to determine KPIs.
- Producing, building data driven growth ideas, tactics and experiments.
- Focusing the teams to being data driven.
- Creating data insights using growth experiments and learnings.
- Making decisions using growth experiment learnings.

### **Data-Driven Growth Manager — TRT (Turkish Radio and Television Corporation), Istanbul Apr 2021 - Jan 2022**

- Managing with data-driven way to growth teams of digital products which consist of content, product, data, marketing, social media members. (TRT İzle: Netflix-like vod app that 5M+ users downloaded, TRT Dinle: Spotify-like sound app that 600K+ users downloaded and TRT Bil Bakalım: Mobile game app that 2M+ users downloaded)
- Analyzing and tracking user behaviors with using AAARRR Pirate Funnel. (Awareness, Acquisition, Activation, Retention, Revenue, Referral.)
- Analyzing user behaviors for app remove, retention and churn.
- Creating user based A/B testings using Google Optimize etc.
- Organizing weekly growth sprint meetings.
- Guiding the teams to determine KPIs.
- Creating workshops for determine apps' KPIs. (North Star Metric, Aha! etc.)
- Producing, building data driven growth ideas, tactics and experiments.
- Preparing documentations for growth experiment learnings.
- Creating data insights for search engine optimization (SEO) and app store optimization (ASO) using SensorTower, MobileAction and AppsFlyer.
- Mentoring the teams for customer or user journey using notification tools.
- Guiding the teams for producing and building dijital marketing campaigns. (Facebook, Google, Twitter etc.)
- Focusing data driven growth marketing for dijital products and apps.

### **Product Data Scientist — TRT (Turkish Radio and Television Corporation), Istanbul**

**Nov 2020 - Present**

- Collaborating and communicating product teams, managers and members for data driven decision making.
- Focusing data driven product management for mentoring to stakeholders of products.
- Managing data management of products.
- Creating data insights about social media platforms, products, apps and websites usage for digital teams.
- Writing SQL queries for data insights using cloud systems.
- Building dashboards in visualization tools. (Python, D3.js, Tableau, Power BI, Google Data Studio etc.)
- Analyzing user behaviors. (AAARRR, App Remove, Churn etc.)

#### **Business Intelligence Specialist — IHH Humanitarian Relief Foundation, Istanbul**

**Jan 2018 - Nov 2020**

- Data governance strategy development.
- Information and data warehouse management.
- Data analytics, visualization and storytelling.
- Business intelligence management.
- Customer experience management.

#### **Senior Publications Editor — IHH Humanitarian Relief Foundation, Istanbul**

**Nov 2013 - Dec 2018**

- Digital and print publication project management, copywriting and editing.
- Content production, new media management.
- Content and digital marketing.
- Storytelling, narrative and story designing.
- Documentary and visual media copywriting.
- SEO, SAO management.
- UI, UX designing.

#### **Web Projects Coordinator — Sueda Yayincilik, Istanbul**

**Aug 2008 - Nov 2013**

- UI design & development.
- Content writing & editing.

## **EDUCATION**

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#### **Computer Education and Instructional Technologies**

**2004 - 2008**

- Anadolu University, Eskisehir (Bachelor's Degree)

## **LANGUAGE**

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- Turkish (Native)
- English (B2 Degree)

## **MEMBERSHIP**

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- Data Literacy Association, 2019 - Present, ([voyd.org.tr](http://voyd.org.tr))

## **INTERESTS**

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Design, Cinema, History, Mathematics, Journalism, Photography, Camping, Reading, Writing, Cycling, Trip, Game, Coffee, Quality Content, Pipes.

## **LINKS**

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- Blog - [bekirarslan.com](http://bekirarslan.com)
- Twitter - [twitter.com/bkrsln](https://twitter.com/bkrsln)
- Linkedin - [linkedin.com/in/bkrsln](https://linkedin.com/in/bkrsln)
- Medium - [medium.com/@bekirarslan](https://medium.com/@bekirarslan)
- Newsletter - [getrevue.co/profile/bekirarslan](https://getrevue.co/profile/bekirarslan)
- Instagram - [instagram.com/bkrsln](https://instagram.com/bkrsln)
- Spotify - [spotify.com/user/bkrsln](https://spotify.com/user/bkrsln)
- Github - [github.com/bkrsln](https://github.com/bkrsln)
- Kaggle - [kaggle.com/bekirarslan](https://kaggle.com/bekirarslan)
- Superpeer - [superpeer.com/bekirarslan](https://superpeer.com/bekirarslan)

- Goodreads - [goodreads.com/bekirarslan](https://www.goodreads.com/bekirarslan)