

# Bekir Arslan

**Data Scientist, Growth Manager, Visualization Designer, Storytelling Enthusiast**

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## SKILLS

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Data Visualization, Data Governance, Data Storytelling, Data Literacy, Business Intelligence, Product Management, Growth Marketing, 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, Firebase, Tableau, Git, D3.js, HTML / CSS, Adobe Apps, Office Apps, Atlassian Aps (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 Scientist — TRT (Turkish Radio and Television Corporation), Istanbul** **Nov 2020 - Present**

- Creating data insights about social media platforms, 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 behavior. (AAARRR, App Remove, Churn etc.)
- Focusing data driven product management.

**Growth Consultant — TRT (Turkish Radio and Television Corporation), Istanbul** **Jan 2022 - Present**

- Mentoring growth teams of TRT İzle (Netflix-like vod app), TRT Dinle (Spotify-like sound app) and TRT Bil Bakalım (Mobile game app).
- Guiding the teams to determine KPIs.
- Producing, building data driven growth tactics and experiments.

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

- Managing growth teams of TRT İzle (Netflix-like vod app), TRT Dinle (Spotify-like sound app) and TRT Bil Bakalım (Mobile game app).
- Organizing weekly growth meetings.
- Guiding the teams to determine KPIs.
- Creating workshops for determine apps' KPIs. (North Star Metric, Aha! etc.)
- Producing, building data driven growth tactics and experiments.
- Preparing documentations for growth experiment learnings.
- Creating data insights for search engine and app store optimization. (SEO, ASO)
- Focusing data driven growth marketing for dijital products and apps.

**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)
- Ottoman Turkish (Advanced 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)
- Medium - [medium.com/@bekirarslan](https://medium.com/@bekirarslan)
- Newsletter - [getrevue.co/profile/bekirarslan](https://getrevue.co/profile/bekirarslan)
- Instagram - [instagram.com/bkrsln](https://www.instagram.com/bkrsln)
- Spotify - [spotify.com/user/bkrsln](https://spotify.com/user/bkrsln)
- Linkedin - [linkedin.com/in/bkrsln](https://linkedin.com/in/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://goodreads.com/bekirarslan)