

Bekir Arslan

Data Scientist, Growth Manager, Visualization Designer, Storytelling Enthusiast

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SKILLS

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

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

DOMAIN KNOWLEDGE

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

SOFT SKILLS

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

EXPERIENCE

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

- Managing 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.
- 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.

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.

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.

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

EDUCATION

Computer Education and Instructional Technologies

2004 - 2008

- Anadolu University, Eskisehir (Bachelor's Degree)

LANGUAGE

- Turkish (Native)
- English (B2 Degree)
- Ottoman Turkish (Advanced Degree)

MEMBERSHIP

- Data Literacy Association, 2019 - Present, (voyd.org.tr)

INTERESTS

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

LINKS

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