

Devin Cetin



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PROFILE

Business Intelligence Analyst with expertise in sales analytics, data automation, and process optimization across EMEA markets. Skilled in developing dynamic dashboards, streamlining data workflows, and enhancing CRM efficiency using Power BI, Power Automate, SQL, and SharePoint. Adept at pricing strategy, reporting automation, and delivering actionable insights that drive business growth. A proactive problem-solver and fast learner, thriving in multicultural environments and data-driven decision-making.

EDUCATION

Master's Degree in Economics and Communication for Management and Innovation, Sapienza University of Rome
09/2019 – 11/2021 | Rome, Italy
Thesis: "AI Integration in Organizational Communication". Focused on data analysis, machine learning and process mining used in organizations. GPA:104/110

Bachelor's Degree in Business Administration, Ege University
09/2013 – 01/2019 | Izmir, Turkey
Focused on finance, economics, research techniques (statistical and computer-aided), and management. I graduated with an honours degree. GPA:3,3/4,0

Erasmus Program, UTH Helena Chodkowska Uni.
09/2016 – 01/2017 | Warsaw, Poland
Overall GPA:3,9/4,0

COMPUTER SKILLS

Power BI

LIMS

DAX

Power Query

SAP (Accounting)

SQL

Zoho CRM

Google Analytics

Salesforce

Adobe Photoshop

Adobe Illustrator

MailChimp

WebFlow

PROFESSIONAL EXPERIENCE

Business Intelligence Analyst, Macrogen Europe B.V.
09/2023 – present | Amsterdam, The Netherlands

- Develop and automate sales dashboards and performance reports for multiple EMEA branches using Power BI, Excel, Power Automate, SharePoint, LIMS, etc.
- Optimize pricing strategies by conducting price analyses, maintaining databases, and collaborating with billing specialists.
- Streamline data management by improving Power Query workflows, reducing manual processing time.
- Support sales and marketing efforts by providing customer insights, identifying leads, and managing targeted email campaigns.
- Maintain and enhance CRM tools, ensuring accurate data tracking and efficient reporting.
- Assist in Departmental ISO documentation and compliance reporting, contributing to operational excellence.
- Elected Work Council secretary

Digital Marketing Manager Assistant, SiciliaMia (Hospitality)
02/2021 – 01/2022 | Ragusa, Italy

- Analysed and planned marketing operations on SEO, CRM and marketing automation for the start-up
- Executed segmentation, marketing budget, swot analysis, buyer persona report, and ROI

Sales Analyzing Specialist, Eren Holding (Retail)
09/2018 – 09/2019 | Izmir, Turkey

- Observed monthly sales KPIs from CRM and conducted sales reports

Treasurer Team Leader, Erasmus Student Network
09/2017 – 05/2018 | Izmir, Turkey

Finance Intern, Vakıfbank (Banking)
04/2017 – 09/2017 | Izmir, Turkey

Administrative Assistant, Space Camp Turkey (Education)
06/2015 – 08/2016 | Izmir, Turkey

LANGUAGES

Turkish	● ● ● ● ●
English	● ● ● ● ●
Italian	● ● ● ● ●

CERTIFICATES

- Intermediate SQL
- Exploratory Data Analysis in Power BI
- Joining Data in SQL
- Understanding Prompt Engineering
- Intermediate ChatGPT
- Data Fluency: Exploring Data
- The Non-Technical Skills of Effective Data Scientists
- Introduction to AI Google
- Learning Excel: Data Analysis
- Introduction to SQL
- Introduction to Power BI
- Udemy Web Development Bootcamp