**EDA TOPUZ**

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**EDUCATION**

# Claremont McKenna College – Claremont, CA May 2022

## Bachelor of Arts in Economics with Data Science Sequence and Fellowship in Innovation and Entrepreneurship

* **Relevant Coursework**:​ Data Mining, Intro to Computer Science, Data Science, Human-Centered Design Engineering, Introduction to Neuroscience, User Experience Design, Statistics, Economics of Innovation

# EXPERIENCE

# SAP SuccessFactors – San Francisco, California Sep 2022– Present

*Product Manager II*

* **Owned the product vision and multi-quarter roadmap**for SAP’s AI-based skills initiative, aligning with company goals to drive candidate conversion and employer efficiency
* Led the 0-to-1 development of the AI-powered Resume Skills Matching feature, a tool designed to identify the best-matched jobs for candidates by analyzing their skills and aligning them with job requirements. Collaborated with the engineering team on algorithm design and scoring mechanisms to deliver precise, skills-based job recommendations, enhancing both candidate experience and employer efficiency
* Implemented algorithmic bias mitigation in partnership with Data Privacy, aligning AI recommendations with EU and U.S. ethical compliance standards.
* Designed and deployed "Similar Jobs" recommendation component using similarity scoring models to optimize matching precision and enhance user experience
* Spearheaded Project Unify, architecting integration of large-scale job requisition data through custom APIs and dynamic facets, developing interactive search components and location-based services. Increased feature adoption by 220% through strategic implementations
* Engineered Career Site Builder with real-time data processing, dynamic content management tools, and APIs for alerts, job results cards, and category rule editors, transforming the job search experience
* Co-developed a marketing location object with the Data Services team, unifying location data presentation with short and long formats to enhance platform consistency and user experience

*Product Management Intern* **June 2021– Nov 2021**

* Led quantitative analysis using SQL to validate Legacy Apply deprecation, processing user behavior data and customer success metrics to drive migration strategy
* Leveraged product support data to design and deliver **targeted UI optimizations**, reducing monthly issue reports by **50%.**
* Orchestrated successful migration of 272 customers to Mobile Apply platform through systematic analysis of business rules and technical requirements

# Product Space – Claremont, California June 2021– May 2022

*Advisor, Co-Founder and President*

* Founded and scaled Claremont's first product management fellowship program, attracting 60+ applicants and mentoring 28 selected students

Designed comprehensive curriculum where students first mastered PM fundamentals through weekly workshops, then applied their learning to tackle real-world product challenges from partner companies

* Led 5-member executive team in program delivery, resulting in 80% of student projects being successfully implemented by companies

# Rocket – San Francisco, California Sep 2020 – Jan 2021

## Product Management Intern

* Collaborated with CTO and CPO in developing HireFlow.ai B2B recruitment platform and AI Sourcer feature, implementing machine learning-based recommendation system with feedback loops for continuous model improvement
* Engineered cross-functional deployment of 25+ product features, integrating user feedback from 10+ interviews to optimize UI/UX and recommendation accuracy
* Developed Chrome Extension functionality and marketing website with A/B testing implementation
* Achieved 43% user acquisition growth through data-driven marketing optimization and automated lead generation strategies

# The Hive Center for Innovation – Claremont, California May 2020 – Jul 2020

## Human-Centered Design Intern

* Designed comprehensive Human-Computer Interaction (HCI) research study in order to develop human-centered solutions to aid higher education’s remote learning which resulted in the creation of an online platform adopted across US and China educational institutions
* Conducted usability studies with various online learning tools, interviewing 18 stakeholders, prototyping solutions to address product feature gaps, and presenting findings to higher education stakeholders.

# RESEARCH & TECHNICAL PROJECTS

**Ngage Live Chat User Behavior Analysis Capstone Project**

* Led analysis of 95GB of raw event tracking data, designing and implementing SQL indices and data cleaning strategies to handle 80M+ rows of visitor tracking data
* Engineered data pipeline using SQL and Python to process user behavior data, developing indicator variables and implementing regex for device type extraction
* Conducted multivariate analysis revealing key conversion patterns across user systems, temporal factors, and referrer domains, achieving statistically significant insights for traffic optimization
* Engineered efficient querying system through strategic indexing, enabling rapid analysis of large-scale event data

**Senior Thesis in STEM Labor Market**

* Conducted comprehensive statistical analysis of STEM wage and job satisfaction disparities between high-skilled immigrants and U.S. citizens using 17-year NSCG dataset (1993-2010)
* Developed advanced log-linear regression models with interaction terms to analyze citizenship impact, implementing controls for demographic and employment factors
* Applied categorical regression to uncover key trends: temporal wage gap patterns, education-level impacts on disparities, and H-1B visa reform effects
* Recommended initiatives like targeted job training programs and salary transparency policies to mitigate disparities and support equity in the STEM job market

**SKILLS & INTERESTS**

* **Technical**: Python (Pandas, NumPy, Scikit-learn), R, SQL, Tableau, Jupyter Notebooks, Figma, User Research Design