Onur Ovalı

linkedin.com/in/onur-ovali   May 16, 2020

Education

MBA   **Koç University, Istanbul**   **Sep 2015 - Dec 2017**

- General MBA Program with a focus on product management, entrepreneurship & marketing.
- International attendance:
  - § IE Business School, Madrid, Spain: Sales & Marketing (Erasmus Program)   Aug-Dec 2017
  - § Hitotsubashi ICS, Tokyo, Japan: Innovation X Globalisation: Japan Style   Mar 2017
  - § IE Business School, Madrid, Spain: High Tech Entrepreneurship (online course)   Jan-Mar 2017
  - § Yale SOM, New Haven, USA: Behavioral Economis, Marketing & Finance   Oct 2016

BSc in Computer Engineering   **METU, Ankara**   **Sep 2005 - Jul 2010**

- Bachelor's Degree on Computer Science Program with a focus on algorithms, OOP & AI.

Employment

Head of Product Management   **Kariyer.net**   **May 2019 - Present**

Managing the product team of 8 PMs, responsible for Kariyer.net Job Board (B2C), Kariyer.net Applicant Tracking System (B2B) and İşin Olsun (blue collar job board & ATS) and micro products like iskolig.com & HRVenue.com.

- Due to little employer information on the job ads, re-designed company profiles on the job board (with the CMS on the ATS). The company profiles' **traffic tripled**.
- Designed a **personalized** Profile page, offering relevant content for logged in candidates. Resulted in 40% increase on the ratio of updating resume and 30% increase on the users who view a job ad page after login.
- Changed the **UX** of the 'posting a job ad process' and **increased job ad details by 30%**; improving the candidate experience, allowed more detailed candidate fit scores thus improving the employer experience.
- Designed "Smart Job Ad" product offering best-fitting candidates on the platform, helping employers on 'finding the right talent easily'. Adopted fast by the market, **increased the base revenue / job ad**.
- Added KVKK (GDPR) Module, Assessment Tests, Video Interviews & Survey Module, OTP, Advanced Candidate Search Module and CMS for company profiles on ATS. Increased non-essential products' revenue by 40%.

Marketing & Product Manager   **Turna.com**   **Dec 2017 - Apr 2019**

Technical Product Manager   **Biletbank.com**   **Aug 2015 - Aug 2017**

Software Developer & Analyst   **Isbank**   **Nov 2010 - Aug 2015**

Certifications

Blah

Skills, Knowledge & Tools

Blah.

Product Management

Analytics & Digital Marketing

Computer Science

Languages