

Education

MBA Koç University, Istanbul Sep 2015 - Dec 2017

- General MBA Program with a focus on innovation 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 Economics, 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%.

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

Managed product analytics and marketing performance campaigns for Turna.com - one of the leading e-commerce OTAs for flight tickets in Turkey.

- Created **automated funnel reports** for each channel (apps & web), used for **conversion rate optimization**. Decreased payment errors by 15% and increased total **conversion rate by 30%**.
- Created automated ROI & P&L reports for campaigns, optimized budget allocations. Improved **ROI by 90%**.
- Created **customer lifetime value (LTV)** report, interviewed top 50 customers. With insights, discovered new segments. Designed new campaigns and **gained new customers with high LTV**.
- Defined **behavioral segments** and run email marketing campaigns. Achieved better results (**higher conversion rates** and **lower CPAs**) than paid campaigns. Thus, designed an **inbound marketing automation project** which became an R&D project supported by government due to its improvement models with **Machine Learning**.

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