Merve Ozgul

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I am a maverick data-enthusiast, who enjoys tackling new challenges constantly. Diversity and curiosity help me to identify pain-points and inspire me in crafting a data-driven innovative strategy.

SKILLS

Computer Skills: SQL, R, Python, Tableau, Google Analytics, Google BigQuery, IBM Watson, HTML5, CSS, JavaScript, MS Office, Adobe Creative Suite (PSD, AI, ID)

Languages: English, Turkish, German

EXPERIENCE

Innovation Consulting Intern Boston, MA   February 2018 – April 2018

H&M, IXL Center

Led a multicultural and multidisciplinary team, developed breakthrough innovation strategies for H&M to strengthen market position globally and establish sustainable growth

- Analyzed rigorously industry, trends, opportunities; Combined distinct outcomes to create several business scenarios for H&M
- Created bi-weekly presentations to the client C-Level executives to report progress, receive feedback and improve towards project goal

Co-founder Istanbul, TURKEY   January 2016 – August 2017

Beatrips Startup Business

Event-based mobile application that improves the city experience by giving personalized recommendations about events, venues and nightlife in Istanbul.

- Coordinated team of 15 people. Optimized marketing activities resulted with +12000 downloads, 71% of them being monthly active users after the second release
- Co-developed business plan with financial projections and attracted $100,000 of initial fund from investors

Product Strategist Istanbul, TURKEY   September 2016 – March 2017

Hypers.co, Native Marketing Analytics Platform

- Accelerated the ideation stage with thorough market analyses to create a successful business case for the development of Hypers.co including competitive research, market entry strategy and pricing strategy
- Collaborated with the IT team of 3 to define platform specifications, features and use cases, test and improve with beta groups
- Prepared marketing collaterals (demos, website and sales presentation) for potential clients

Business Development and Strategy Intern Istanbul, TURKEY   July 2016 – September 2016

Zorlu Holding

- Quarterbacked to prepare commercial due diligence report to assess risk and potential returns
- Prepared assumptions about the market and tested investment theses by collecting data, building a model and scenario planning; created meticulous reports of findings; Prepared candid presentations for executive team

Audit Intern Istanbul, TURKEY   June 2015 – July 2015

Ernst & Young

- Applied global audit methodologies for 3 different companies. Prepared the entire cash leads, mapped the changes in the financials and performed analytical review on specific accounts.

EDUCATION

Master of Science in Business Analytics San Francisco, CA   September 2018 – March 2019

Hult International Business School

- **Relevant Coursework:** Data Science: R & Python, Data Management & SQL, Data Strategy, Machine Learning, Text Mining, Data Visualization, Blockchain Technology

Master of Arts in International Business Boston, MA   August 2017 – May 2018

Hult International Business School

- Graduated with Academic Distinction

Bachelor of Arts in Economics Istanbul, Turkey   September 2013 – June 2017

Koc University

- Minor in Media & Visual Arts

Exchange Program St. Gallen, Switzerland   February 2015 – June 2015

University of St. Gallen