Meryem Camci

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SKILLS

Data Analytics & Statistical Analytics:
A/B Testing & Experimentation, Statistical Modeling & Regression Analysis, Data Mining, Data Manipulation, Data Visualization, Descriptive and Inferential Statistics (Hypothesis Testing, T tests, Chi-Square Testing, Anova), Cohort Analysis, Machine Learning (Classification and Clustering)

Technical Skills:
Database: **SQL** (SQL Server, MySQL, SQL Workbench)
Languages: **Python, R**
Stat Packages: Python (Pandas, Numpy, SciPy, Scikitlearn, Matplotlib, Seaborn), R(statsr, dplyr, tidyr, ggplot)
Visualization Tools: Tableau, Microsoft Power BI
Others: Excel(V Lookup, Conditional Formatting, Pivot Tables), Google Sheet, Google Ads

PROJECTS

Data Analysis Project

WORK EXPERIENCE

Gündoğdu Gıda (Top 100 Fastest Growing Company in Turkey)   **Istanbul, Turkey**
Data Analyst (E-commerce)   Jan, 2021 – May, 2022
· Increased monthly e-commerce revenue from 20K to 6M TRY in 17 months by managing and consulting e-commerce goals, products, go-to-market strategies, and key performance indicators (KPIs)
· Improved e-commerce website traffic by 20% in nearly 2 years by managing SEO, SEM, email marketing, social media marketing, and display advertising campaigns
· Achieved 60% increase in our membership of ecommerce website and 50% increase in our daily ecommerce sales
· Applied market price analysis and developed a multi-variable Excel formula to efficiently determine the optimal price of the products
· Proposed and outlined a new improved website functionality and user experience through redesigned website and addition of a new payment option for streamlined checkout process
· Designed specialized campaigns and launched new products to build the best experience for consumers by understanding the market, competition, and consumer requirements
· Worked collaboratively with agencies, patent firms, shipping firms, payment system firms, media, marketing firms, and software teams to improve customer experience
· Secured a 500K TRY budget for our e-commerce department by delivering a compelling presentation to the company owner, CEO, and other executive members of the company

RELEVANT EXTRACURRICULAR EXPERIENCE

Social Services Club – Bogazici University   **Istanbul, Turkey**
Project Manager   Oct, 2017 – Aug, 2019
· Managed the Smiley Eyes social support project for middle school children from orphanages
· Planned curriculum activities and materials for 25 traumatized children and 25 volunteers
· Gained a full budget for transportation with a presentation to the rector of the university

EDUCATION

Bosphorus University (Top Ranked Institution in Turkey), Istanbul, Turkey   **Jul, 2021**
Bachelor of Arts in Psychological Counseling and Guidance
Minor Degree in Tourism Administration, Faculty of Managerial Sciences

CERTIFICATIONS & LICENSES

Google Digital Marketing & E-commerce Professional Certificate – Coursera
Python Project for Data Science – Coursera
Python for Data Science, AI & Development - Coursera
A/B Testing - Udacity