

**Dear Hiring Manager,**

I'm reaching out because I've spent most of my career — and honestly most of my life — in the electronics and gaming hardware industry, and I believe the combination of hands-on technical experience and commercial ownership I bring would be valuable to your team.

I grew up in our family's electronics distribution company, **OXYD**, where I worked through roles in warehouse operations, technical service, purchasing, and supplier coordination. Those early years gave me a deep, practical understanding of how products actually work, how they are sourced, where quality issues appear, and what customers expect from components, peripherals, and networking equipment.

I later joined **incehesap.com**, one of Turkey's largest electronics and gaming retailers, where I managed category operations and marketing for global brands such as **ASUS, MSI, Logitech, SteelSeries, NZXT, TP-Link, Intel, AMD, Cooler Master**, and others. I also contributed to our private label gaming brands, **Gamepower** and **James Donkey**, helping with positioning, product selection, and influencer marketing. One of the projects I'm most proud of was introducing **Twitch as a marketing channel**, which significantly boosted engagement and contributed to meaningful revenue growth.

After moving to the United States, I built an Amazon business from the ground up — handling product research, sourcing, imports, listing optimization, PPC, and daily operations entirely on my own. That experience sharpened my ability to identify opportunities, solve problems quickly, and make decisions based on both data and real market behavior. It also taught me how to keep a lean, efficient operation running in a competitive environment.

I'm now based in Los Angeles and looking for a role where I can bring this combination of technical knowledge, industry experience, and commercial execution into a more focused team environment. I'm especially interested in positions related to product management, category management, channel marketing, or e-commerce within the gaming and consumer electronics ecosystem.

Thank you for taking the time to review my application. I'd be happy to share more about my background and discuss how I can contribute to your team.

**Sincerely,**

**Nurettin Erzen**