



## Ozgun Batuhan Dogan

- Auenstraße Munich, Germany 80469
- [ozgunbatuhan@gmail.com](mailto:ozgunbatuhan@gmail.com)
- +49 155 66196266
- [www.linkedin.com/in/ozgunbatuhandogan/](https://www.linkedin.com/in/ozgunbatuhandogan/)

### Summary

Results-driven Business Management student with robust experience in business development, marketing, and strategic planning. Proficient in analysing market trends, managing projects, and implementing data-driven strategies to drive growth and engagement. Seeking to contribute my expertise in a dynamic company, leveraging my background in industrial engineering and business analytics.

### Education

**MACROMEDIA UNIVERSITY OF MUNICH**  
M.A. Business Management

Munich, Germany  
Expected Graduation Date: 03.2026

**DOKUZ EYLUL UNIVERSITY**  
Bachelor of Science, Industrial Engineering  
Thesis: Demand Forecasting by Using Logistic Regression

Izmir, Turkey  
Graduation Date: 03.2018

**BALIKESIR ANATOLIAN HIGH SCHOOL**  
Science

Balikesir, Turkey  
Graduation Date: 06.2011

### Experience

**Apollo IOT**  
**Business Development Manager (Full-Time)**

Izmir, Turkey  
07.2023 – 12.2023

- Worked Closely with CEO.
- Partnership management; finding new partners and managing the relationship with existing partners.
- Conducted market research to identify trends and target customer segments.
- Created promotional content and user guides, supporting product launches and webinars and took part of rebranding processes.

**GetStream**  
**Business Development Manager (Full-Time)**

Istanbul, Turkey  
01.2023-05.2023

- Drove B2B sales activities, closed sales over 100K volume.
- Developed go-to-market strategies and sales enablement materials for the new market expansion.
- Coordinated with cross-functional teams to ensure consistent product messaging and positioning.

**GastroClub**  
**Business Development Manager**

Istanbul, Turkey  
10.2021-08.2022

- Worked Closely with CEO.
- Designed and implemented marketing campaigns to increase user engagement and subscription rates by 20%.

- Worked closely with agencies and partners to run various marketing channel activities to enhance brand visibility.
- Conducted data analysis to optimize marketing strategies and improve campaign effectiveness.
- Relationship management with existing partners.

#### **Garanti BBVA Bank**

##### **Strategic Planning Specialist (Full-Time)**

Istanbul, Turkey

12.2020-09.20201

- Developed strategic plans to improve operational efficiency and market positioning.
- Coordinated cross-functional teams to implement strategic initiatives.
- Monitored and reported on key performance indicators to guide decision-making.

#### **SNI Technology**

##### **Marketing Associate (Full-Time)**

Istanbul, Turkey

09.2019-07.2020

- Assisted in the development and execution of marketing strategies, contributing to an increase in lead generation by 15%. Took part of rebranding processes.
- Collaborated with the sales team to create marketing materials that effectively communicated product benefits and features.
- Conducted market research and competitor analysis to support product positioning and differentiation.

#### **IBSS Technology**

##### **Business Analytics Consultant (Full-Time)**

Istanbul, Turkey

07.2018 – 06.2019

- Analysed business data to improve decision-making. (SQL, SAP BO-BW, Microsoft Tableau) • Prepared reports and presentations for management. • Advised clients on business analytics strategies.

### **Certificates**

#### **Istanbul Technical University**

Big Data and Business Analytics Certification Program

2018

#### **Bilge Adam Academy**

Advanced Oracle SQL

2021

### **Languages**

- German A2 (improving)
- Turkish (native language)
- English: C1

### **Technical Skills**

- **Microsoft Office Suite:** Advanced proficiency
- **SQL:** Extensive experience in database management and data analysis
- **CRM Tools:** Proficient in HubSpot for customer relationship management
- **Project Management:** Skilled in Clickup, Miro, and Jira for project planning and tracking
- **Design:** Limited knowledge and experience in Adobe Photoshop, Canva

### **Hobbies**

- Hiking
- Painting
- Cooking

