



Berk Boz

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WORK EXPERIENCE

CO-FOUNDER & PROJECT MANAGER @ STUDIO — WHAT THE F*CK? [FEB 2019 - PRES]

Studio WTF is a creative studio founded in Istanbul. We specialize in building brands & digital experiences. Our team craft digital solutions that resonate with the culture and inspire engagement.

- Determining a strategy to reach the target group via market studies
- Planning the process of the project development and preparing business plans
- Organizing and carrying out events according to the company and brand strategy. (Events such as conferences, workshops, team communication events)
- Making decisions for the needs of the customer and applying

BUSINESS DEVELOPMENT MANAGER @ intenseye [AUG 2019 - OCT 2019]

Intenseye is an AI-powered video analytics platform for workplace safety. We save our customers in lost productivity, insurance premiums, compliance fines, and direct injury costs.

- Directed ProductHunt campaign which was the third product of the day
- Tested product usability with UX research team.
- Prepared investor and demo day keynote.
- Intenseye had been selected as a participant startup by best university accelerator ITUÇekirdek, ITU Big Bang and ERoundtable NYC

BUSINESS DEVELOPMENT SPECIALIST @ BRAINWORKS [JUL 2018 - DEC 2018]

US Brainworks is a tax record holder experience design and innovations agency, helping brands re-imagine their customer experiences.

- Coordinated public relations and market research activities and ensured their execution
- Organized pieces of training, meetups and launched meetings for US Brainworks
- Determined of US Brainworks digital marketing strategy

SALES SPECIALIST @ atina [SEP 2017 - MAR 2018]

Atina was a project management tool which could be customized according to your teams needs.

- Directed ProductHunt campaign which was third product of the day
- Used market knowledge on product trends and the competition to maximize product sales
- Atina had been selected as a participant startup by ITUÇekirdek, ITU Big Bang and Isbank Workup

CO-FOUNDER @ Acticity [JUN 2017 - MAR 2018]

Acticity was an app designed for concerts and festivals. You could discover interesting events and meet new people!

- Created communications both internally and externally for general management
- Developed a business and marketing plan, completed a market research on customer behavior
- Activity had been selected as a participant startup to programs like Startup Turkey by Bambu Incubation, Etohum and Turkcell Arikovani

MANAGEMENT ASSISTANT @ 8digit.io [JUL 2018 - DEC 2018]

8Digit was an open office, incubation center and educational base for entrepreneurs. Also 8Digit was supported by ITUÇekirdek.

- Led an entrepreneurship program by supplying operations and communications between partners
- Connected entrepreneurs with investors and corporates firms for them to develop business
- Organized trainings, meetups and following up mentor/mentee meetings for 8digit

EDUCATION

BOĞAZIÇI UNIVERSITY [2018 - 2023]

Boğaziçi University is a major research university located on the European side of the Bosphorus strait in Istanbul, Turkey and also ranked in top 500 universities in the world.

- Member of Sailing, Operations Research, Gastronomy & Cinema Clubs; Fine Arts Academy
- Project Leader of TIMES LQ which is one of the leading case competition of ESTIEM.

ADDITIONAL

LANGUAGES

- English (Professional working proficiency)
- Turkish (Native proficiency)
- German (Elementary proficiency)

SKILLS

- Project Management
- Business Development & Growth Hacking
- Marketing & User Experience

VOLUNTEER EXPERIENCE

- General Coordinator at 1 Genç 1 Gelecek
- Board Member at Open Innovation Assoc.
- Project Leader at ESTIEM
- Campus Representative at YGA
- Event Manager at imece
- Director General at Model United Nations
- Business Developer at Ancha Space
- Mentor at Youth Success Association