

# ALI YALCIN KAYA

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## WEB ANALYTICS & E-COMMERCE SPECIALIST

Ambitious, hard working industrial engineer with strong a passion for understanding human nature and creating exciting online customer journeys using web analytics, user experience research and optimisation techniques.

### SPECIALTIES

Digital Strategy	Web Analytics	Search Engine Marketing
E-Commerce	Conversion Optimisation	SEO
Project Management	User Centered Design	Email

### EXPERIENCE

**Digital Manager**, Australian Diabetes Council 2012 - present

- Strategy development to grow ADC's website traffic & online revenue streams. "Think big, start small, fail fast"
- Project management for development of a new mobile friendly (responsive) website, launch of ADC's new online store, online marketing campaigns and other digital productions. Increased website visitors by 91% and online donations by 1100%.
- Lead creation of digital style guide, editorial calendar and made other contributions to help develop the ADC's brand.
- Setup web analytics and online surveys to discover online user behaviour and segments in collaboration with Member Relations.
- Setup online marketing campaigns and run A/B tests including tests on newsletters and SMS campaigns.
- Member of the leadership team. Awarded the "employee of the month" within 6 months.

**Web Analyst & Conversion Consultant**, Freelance 2010 - present

- Web analytics consultancy to help businesses adopt a data focussed test driven approach for growth.
- Design and implementation of web analytics, customer research, testing and reporting systems.
- Design and manage conversion optimisation projects and A/B tests for optimising landing pages and subscription funnels.
- Reduced businesses IT dependency for web analytics and worked on process improvements for optimisation
- Worked with over 30 clients including Silicon Valley based Gamepop.TV and Powtoon.com. More at <http://bit.ly/yalcinodesk>

**Ecommerce Marketing Strategist**, Ashop Commerce 2006 - 2012

- Ecommerce Product/Service Development (2012): Developed analytics and advertisement features for Ashop Software. Lead several Ashop's website development projects. Provided Ecommerce consultancy to Ashop's clients.
- Online Marketing Manager (2009-2012): Manage online marketing efforts of Ashop's online stores and Ashop Software. Developed customer acquisition channels using search optimisation, search marketing, remarketing, affiliate marketing. Launched several successful online stores including SupplementPlanet.com.au and PetBucket.com. Owned and lead all web analytics efforts. Helped business grow by making data driven decisions.
- Ecommerce Manager (2008-2009): Managed operations, online marketing and product catalogue for Ashop's online store.
- Online Store Customer Service and Operations (2006-2008): Developed practical processes to increase order fulfilment, customer support, and wholesale sales activities. Assisted in online marketing and pricing strategies.

**Systems Engineer, Process Optimisation by Simulation (Intern)**, Hisar Çelik 2005

**Human Resources (Intern)**, AXA Interpartner Assistance 2004

### SKILLS

- Web Analytics ([Google Analytics Certified](#)), qualitative research, prototyping, wireframing, HTML, CSS, javascript, usability testing, A/B testing, MVT Testing.
- Search marketing ([Google Adwords Certified](#)), remarketing, display advertising, shopping comparison engines, EDM, newsletters, lead nurturing, SEO.
- E-commerce management, order fulfilment management, customer support/service management.

### EDUCATION & TRAINING

- ▶ Google Analytics & Google Adwords Professional Certifications 2013
- ▶ Google Engage Master Class, Sydney 2011 & 2012
- ▶ MS in Management, Boston University, Brussels/Belgium 2008
- ▶ Graduate Certificate for Project Management, Boston University, Brussels/Belgium 2008
- ▶ BSc Industrial and Systems Engineering, Yeditepe University, Istanbul/Turkey 2005
- ▶ American Collegiate Institute, Izmir/Turkey 2001

## REFERENCES

- ▶ Brian Altona, Managing Partner at Ashop Commerce. [b.altona@ashop.com.au](mailto:b.altona@ashop.com.au)
- ▶ Wayne Kingston, Managing Partner at Peppers & Rogers. [wkingston@1to1.com.au](mailto:wkingston@1to1.com.au)