



# Yasin Bankoglu

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## ● EDUCATION AND TRAINING

01/03/2026 – 01/07/2027 Cham, Germany

**MASTER OF ENGINEERING IN APPLIED AI FOR DIGITAL PRODUCTION MANAGEMENT** Deggendorf Institute of Technology (TH DIT)

**Website** <https://www.th-deg.de> | **Field of study** Engineering, manufacturing and construction | **Level in EQF** EQF level 7

01/10/2020 – 01/07/2025 Istanbul, Turkey

**BACHELOR OF SCIENCE IN COMPUTER ENGINEERING** MALTEPE UNIVERSITY

**Website** [www.maltepe.edu.tr](http://www.maltepe.edu.tr) | **Field of study** Engineering, manufacturing and construction | **Level in EQF** EQF level 6

## ● WORK EXPERIENCE

**E-COMMERCE AND MARKETING SPECIALIST – WYESS** – 23/07/2025 – 31/12/2025 – ISTANBUL, TURKEY

- Analyzed sales funnel data and customer behavior patterns to identify key drivers for conversion and optimize marketing strategies.
- Developed and automated comprehensive performance reports for sales and marketing campaigns by querying databases with SQL and utilizing Python for data processing and visualization.
- Monitored and maintained the integrity of e-commerce data infrastructure, including product databases and website performance metrics, to ensure accurate analysis.
- Analyzed digital marketing performance metrics (CTR, Conversion Rates, ROI) to provide data-driven recommendations for campaign optimization and budget allocation.
- Applied statistical analysis to sales data to support inventory forecasting and pricing strategy decisions.

**RETAIL VENDOR MANAGER INTERN – AMAZON** – 01/07/2024 – 10/07/2025 – ISTANBUL, TURKEY

- Analyzed large-scale market and competitor datasets to generate actionable shopper insights, directly informing data-driven trade marketing strategies for vendor partners.
- Performed trend analysis on historical sales data to identify high-potential products, optimizing channel-specific promotional planning and long-term business strategy.
- Leveraged performance data and sales metrics to quantify and enhance promotional effectiveness, support competitor analysis, and guide strategic marketing actions.
- Translated complex sales trends and market demand signals into clear business recommendations for vendor partners to improve product visibility and e-commerce performance.

**SOHO INTERN – VODAFONE** – 01/03/2024 – 01/07/2024 – ISTANBUL, TURKEY

- Monitored and analyzed key operational performance indicators (KPIs) to identify critical areas for improvement within the SOHO (Small Office/Home Office) segment.
- Developed and presented data-driven strategies derived from performance analysis to enhance service quality and optimize sales-related channel alignment.
- Translated raw operational data into actionable reports that supported strategic decision-making for service quality improvements and sales channel management.

**AIIESEC TEAM MEMBER OF INCOMING GLOBAL VOLUNTEER SALES – AIIESEC** – 01/09/2023 – 01/01/2024 – ISTANBUL, TURKEY

- Supported B2B partnerships and used Podio to assist data-driven sales decisions aligned with global volunteer goals.



- Contributed to team strategy sessions by presenting insights derived from lead generation data and past partnership performance.
- Prepared performance reports on sales activities and B2B engagement, helping to align the team's local efforts with broader global volunteer objectives.

**GOOGLE DEVELOPER STUDENTS CLUB (GDSC) - CORE TEAM MEMBER – GOOGLE – 01/10/2023 – 01/06/2024 – IST,, TURKEY**

- Led and organized multiple technical workshops for the student community, including hands-on sessions on Python programming and foundational Data Analysis principles.
- Developed coding tutorials, datasets, and practical projects for workshops to support peer learning and improve members' practical data manipulation skills.
- Mentored student members on their personal and group coding projects, providing technical guidance and fostering a collaborative, tech-driven community.
- Contributed to the strategic planning and execution of campus-wide tech events, helping to advance the coding and analytical skills of the student body.

**LANGUAGE SKILLS**

Mother tongue(s): **TURKISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>GERMAN</b>	A1	A1	A1	A1	A1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

**SKILLS**

Microsoft Office | Python (computer programming) | Java (computer programming) | machine learning | data visualisation software | database management systems | SQL