

## AKIF ENES KUTUK

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### EDUCATION

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#### **Middle East Technical University - School of Engineering**

*Bachelor of Science, Industrial Engineering*

**Ankara, Turkey**

September 2012 - May 2018

#### **Southern Illinois University of Edwardsville - School of Engineering**

*Bachelor of Science, Industrial Engineering*

**Edwardsville, IL**

Exchange for one year (2015)

### TECHNICAL SKILLS & LANGUAGES

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Advanced Google Analytics, Advanced Google Adwords(Certificated)

Jira, Confluence, Salesforce, Slack

SQL, MS Project, Visio

Advanced Excel: V-Lookup, Pivot Tables, VBA scripting

Fluent in Turkish, English

### PROFESSIONAL / RELEVANT EXPERIENCE

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#### **Bilet.com**

*Chief Commercial Officer*

**Istanbul, Turkey**

Aug 2022-Current

- Supporting the continuous growth of Bilet.com to ensure that all our products are seamlessly used by our users
- Managing the relations with key accounts of company and attending C-level meetings
- Seeking new business development opportunities that increase the growth of Bilet.com
- Leading the Digital Marketing Team ensuring that the right users visit Bilet.com
- Analyzing the data, make the right decisions and create Bilet.com strategies
- Providing accurate offers to users and creating smarter products.
- Managing and mentoring Business Development Team&Digital Marketing Team, Finance Team and Customer Support Team
  - Setting the overall business, product and digital marketing strategies.

#### **Kavak.com Turkey**

*Manager- Project Management Team*

**Istanbul, Turkey**

Sep 2021 - Aug 2022

- Manage and mentor the Project Management team
- Responsible for managing and accomplishing customer team's projects objectives.
- Create clear and attainable project objectives, building the project requirements, and managing the constraints of the project management triangle.
- Communicate daily with the product team to setting up the Kavak business team IT needs
- Leading the weekly C level comitee meetings organizations

Liaise with stakeholders to ensure the project meets business needs

- Follow-up on Knowledge Base lifecycle for the different stakeholder and LOBs, technical and style validation control for all publications.

**N11.com Inc,**  
*Product Manager*

**Istanbul, Turkey**  
May 2020 - Sep 2021

- Manage the business side of IT projects life cycle of #3 Marketplace website in Turkey n11.com & n11 app
- Prepare Business Requirement Documents and ensure alignment of Product Requirement Documents with Business Analysts.
- Experience going through a full product lifecycle, checking delivery dates and wireframes, integrating customer feedback into product requirements, driving prioritization and pre/post-launch execution.
- Build, maintain, and ensure Black Friday IT needs and new development requirements with end-to-end financial and sales projections
- Streamline product management reports to sales planning group managers
  - Provide market analyses from product management perspective
- Monitor Google Analytics , Google Adwords and AppAnnie data day today
- Lead across-functional team of engineering, design, operations, and marketing
- Identify the biggest problems to solve. Drive new feature development from start to finish. Making A/B tests
- Establish and measure success metrics after launch. Consistently integrate behavior data and customer feedback into essential product decisions.
- Manage and coordinate the development of new products and drive improvement of existing products.

**Turkcell Inc.**  
*Product Manager*

**Istanbul, Turkey**  
August 2018 – May 2020

- Managed product integrations and development of Yaani Asistan Application as the most focused and promising product of Turkcell. In addition, designed the formation of development stage and UX(user experience) design.
- Identify market opportunities for us and define a product vision and strategy to capitalize on these opportunities
- Developed and launched Turkcell Smart Elevator Product in the requirement of new regulation, 10 kusers in 6 months. Managed all internal processes (financial, regulative and technical) of Smart Elevator Product.
- Coordinated and managed the integration of partners and their products under a single emerging Turkcell's visionary platform, Turkcell IoT Platform.
- Implemented and enhanced the Turkcell's new payment strategy, Paycell, to Turkcell's smart city products. (Smart metering payment on app, smart bike payment on app) and performed forecasting and budget management