MELIS TURKOGLU CAKICI

SENIOR DATA MARKETING PROFESSIONAL

Tableau-certified, disciplined, and insightful data analyst with over 7 years of experience in visualization and analytics, aiming to become an effective leader in data analysis by leveraging new technologies and decision-making strategies to drive business growth and success.

CONTACT & PERSONAL

- Mobile: +90 535 479 84
- Email: info@melisturkoglu.com
- Address: Istanbul, Turkey
- Web Site: melisturkoglu.com
- Linkedin: @melisturkoglu
- Driving Licence: Category B

LANGUAGE SKILLS

- Written and oral fluency in English
- Intermediate-level German

CORE SKILLS

- Advanced in Tableau
- Upper Intermediate in Qlik Sense & QlikView & Power BI
- Intermediate in SQL & MSSQL Server
- Advanced in Microsoft Office with expertise in Excel
- Intermediate in Adobe Analytics and Google Analytics, Google Ads, AppsFlyer
- Intermediate in Grafana
- Proficient in Providing Data Training
- Proficient in Executive Presentation to C-Level Global Executives

CERTIFICATES

- TABLEAU Desktop Qualified Associate, 2018
- TABLEAU Partner Sales Accreditation, 2017
- GOOGLE Digital Marketing, 2017
- HITACHI VANTARA Qualified Sales Professional, 2019
- MCKINSEY, Forward Talent Program, 2023
- KOSGEB, Entrepreneurship and Project Management, 2017

WORK EXPERIENCE

SAMSUNG
Senior Data Marketing Professional, August 2024 to Present

- Produce executive-level, data-driven strategic reports for the CEO, Vice President, and Director, directly influencing high-level corporate strategy
- Conduct in-depth analysis and reporting on investment performance
- Perform daily evaluations of analytics tools such as Adobe Analytics, Google Analytics, Google Ads, Meta Ads, AppsFlyer, Grafana, Tableau and Power BI

SIEMENS
Data Analysis and Simulation Professional, June 2022 to June 2024

- Developed data analytics solutions using Tableau, Power BI, Qlik Sense , MSSQL
- Collaborated with a global and cross-functional team to develop product line, resulting in a 96% increase in productivity and 440 hours saved per year
- Managed and provide training to a team of 10+ engineers in utilizing Tableau

TURKISH ECONOMY BANK
Data Analytics Assistant Manager, February 2020 to June 2022

- Built and presented financial solutions to upper management
- Delivered 5+ Qlik Sense training sessions for directors and internal stakeholders
- Created high-performance business intelligence applications

LOGO
Product Specialist, February 2019 to February 2020

- Strengthened business analytics products and Qlik Sense with various teams
- Made potential customer presentations and conducted a needs analysis
- Conceptualized meaningful content that provides insights into strategic roadmaps

KARA
Business Intelligence Consultant, August 2017 to January 2019

- Applied reporting technologies by working with Tableau Software in London
- Implemented comprehensive data visualization in 20+ Tableau Dashboards
- Provided 10+ Tableau training sessions for Siemens, Pfizer, Vodafone, Sumitomo, Gilead and Istanbul Technical University, Mimar Sinan Fine Arts University

ALLIANZ Engineering Intern, August 2016 to September 2016

EDUCATION BACKGROUND

Sakarya University
Bachelor's Degree, Computer Science, September 2013 to June 2017
- Certificate of honour, 3,08 Computer Science 2017

Ozyegin University
Bachelor's Degree, Computer Science, September 2011 to June 2012
- Completed the Advanced English Preparatory Program