



MELIS TURKOGLU CAKICI

SENIOR DATA PROFESSIONAL

Istanbul, Turkey | [linkedin.com/in/melisturkoglu](https://www.linkedin.com/in/melisturkoglu) | [melisturkoglu.com](https://www.melisturkoglu.com) | info@melisturkoglu.com | +90 535 479 84 77

Holder of Tableau Desktop Certified Associate and Google Digital Marketing Certificate, delivering executive-level BI data solutions for Fortune 500 companies across DTC, commerce, and performance marketing domains within GBS organizations, spanning Consumer Electronics, Finance, and Technology sectors, with experience across consultancy, large enterprises, and agile startup environments, and advanced expertise in Tableau, Power BI, Qlik Sense, Google Analytics, and SAP

CORE SKILLS

Executive Communication & Leadership: C-level Presentation, Stakeholder Management, Global Team Collaboration

Data Visualization: Tableau (Advanced), Power BI (Advanced), Qlik Sense (Advanced)

Analytics Platforms: SAP, Google Analytics, Adobe Analytics, Google Ads, Meta Ads, DV360, AppsFlyer, Jira (Intermediate)

Databases: MSSQL Server (Intermediate), PostgreSQL (Intermediate), Oracle (Beginner)

Office Tools: Excel (Advanced), PowerPoint (Advanced), Word (Advanced)

Languages: English (Fluent), Turkish (Native), German (Beginner)

WORK EXPERIENCE

SAMSUNG | Senior Data Marketing Professional | Aug 2024 – Present

- Develop executive dashboards in Tableau and Power BI for C-suite reporting, reducing manual workload by 60% and accelerating D2C, e-commerce, and digital marketing operations
- Lead Power BI enablement across Samsung Turkey HQ, boosting adoption by 85% among 50+ key users
- Generate insights on investment efficiency, channel ROI, customer acquisition, retention, and churn to inform digital commerce strategy
- Track and forecast e-commerce and digital marketing KPIs including traffic, conversion rate, time on page, and user engagement using Adobe Analytics, GA4, Google Ads, Meta Business, Grafana, and SAP Hybris
- Deliver end-to-end executive dashboards from data preparation, transformation, and modeling to final visualization for board-level commercial reporting

SIEMENS | Data Analysis and Simulation Professional | Jun 2022 – Jun 2024

- Delivered automated data solutions within GBS for DTC business units using Tableau, Qlik Sense, Power BI, and MSSQL
- Saved 440+ hours annually by optimizing product line analytics in collaboration with global teams
- Improved decision-making efficiency by 96% through simulation-driven KPI reporting
- Collaborated with global product teams across Germany, the UK, and Turkey to drive BI and enterprise reporting initiatives

TURKISH ECONOMY BANK - BNP PARIBAS | Data Analytics Assistant Manager | Feb 2020 – Jun 2022

- Designed Qlik Sense dashboards for strategic finance reporting, enabling senior leadership decision-making
- Conducted 10+ data training sessions for directors and analysts, increasing adoption and data literacy
- Consolidated KPIs across business units and IT, streamlining analytics workflows and improving reporting consistency

LOGO | Product Specialist | Feb 2019 – Feb 2020

- Conceptualized BI product capabilities by aligning analytics with business strategy
- Generated roadmap-driven insights to support executive decision-making
- Strengthened business intelligence & analytics products through effective cross-functional collaboration

KARA | Business Intelligence Consultant | Aug 2017 – Jan 2019

- Implemented 20+ Tableau dashboards and delivered 10+ training sessions for stakeholders including Siemens, Pfizer, Vodafone
- Provided enterprise business intelligence consulting in partnership with the Tableau Software London office
- Drove PoC and demo projects for Tableau, Exasol, and KNIME

ALLIANZ | Engineering Intern | Aug 2016 – Sep 2016

- Assisted with data validation and reporting activities supporting engineering operations

EDUCATIONAL BACKGROUND

Sakarya University | B.Sc. in Computer Science, Graduated with Honor | Final Year GPA: 3.08 | Sep 2013 – Jun 2017