

Contact

gokhan17arslan@gmail.com

www.linkedin.com/in/arsgok
(LinkedIn)

Top Skills

Product Management

Growth Strategies

Photoshop

Languages

Russian (Elementary)

English (Full Professional)

German (Elementary)

Italian (Elementary)

Turkish (Native or Bilingual)

Certifications

MapInfo Pro Certificate of
Achievement

Digital Marketing Professional
Certificate Program

Inbound Marketing Certification

The Digital Garage Certification

Apple Certified Associate - Mac
Integration 10.13

Honors-Awards

Intel META Recognition Award on
Results Orientation

Intel META Recognition Award on
Discipline

Gökhan Arslan

Digital Channels Growth Manager at Karaca
Istanbul

Experience

Karaca

2 years 1 month

Digital Channels Growth Manager

November 2021 - Present (9 months)

Istanbul, Turkey

CEO Strategy Consultant

July 2020 - November 2021 (1 year 5 months)

Istanbul, Turkey

yemeksepeti.com

Business Development Analyst

January 2019 - July 2020 (1 year 7 months)

Istanbul, Turkey

- Analysing business performance, preparing ad-hoc reports and studies (including financial analysis, forecasting, SWOT analysis, feasibility reports, sector and business plans and many more)
- Benchmarking the business against other food delivery markets, preparing reports on competitors' activities in order to extend the competitive intelligence of the company
- Examining trends and industry developments to identify new business opportunities
- Supporting vertical projects within Business Development department in means of reports on budget, orders, conversion rate, user behaviours etc.
- Working hand in hand with IT and Marketing departments in order to follow the workflow - Creating and presenting management reports to C levels on a regular basis.

Apple

EMEA Enterprise Admin Advisor

August 2017 - August 2018 (1 year 1 month)

County Cork, Ireland

- Researching, investigating and providing efficient and effective resolutions to customer, business and education queries.

- Working with Fortune 500 companies, as well as major account escalations, in order to ensure a high standard of support quality is provided in a fast and timely manner.
- Worked in projects involving organizations like Westminster & FBI.
- Awarded with MacOS Support Integration 10.13 Certificate.

Intel Corporation

META Sales and Marketing Intern

May 2016 - June 2017 (1 year 2 months)

Istanbul, Turkey

- Supported Sales Team with weekly reporting and regular detailed analyses.
- Participated in Advocacy Summit in Berlin.
- Actively took part in META Retail division by preparing reports, conducting meetings, making research, giving presentations etc.
- Took full responsibility on the preparation of META region info-graphic and lead the process with advertising agency.

Vodafone

Financial Decision Support Intern

July 2014 - September 2014 (3 months)

- Supported the department on projects, operations and reporting.
- Processed monthly 'Site Profitability' reports on Microsoft Excel.
- Grasped the essential structures of telecommunication companies and the finance department's role in corporations of such scale.

Education

Boğaziçi University

Bachelor's Degree, Economics · (2012 - June 2017)

Arizona State University

Bachelor's Degree, Economics · (2015 - 2015)

Robert College

High School, Science · (2007 - 2012)