

Tugrul Uzel

13 Rue de la Gare, Hettange-Grande, France | +352 621683489 | tugrul@tugruluzel.com
<http://tugruluzel.com> | <https://www.linkedin.com/in/tugruluzel/>

I am a Business Analyst with experience of extracting insights from different data sets through different tools, particularly in marketing and social media industry. I also have people management, and product management experience. During my education, I was focused on Data Analysis, Business Analysis, Cloud Computing, and Network Security.

Education

BACHELOR'S DEGREE (1.1) | 2017 | DUBLIN BUSINESS SCHOOL

- Major: Business Information Systems
- Minor: Cloud Computing
- Information Systems, Web Media & Design, Data Management and Analysis, Management, Innovation, Cloud Design & Development, Strategic Management, Data Management and Analytics, Cloud Networking and Security, Data Analysis with **R**, Web Applications with **.NET and C#**, Networking and Cyber Security, Deployment of Web Applications with **AWS**, and **MS Azure**

INTRODUCTION TO PYTHON | DEC 2014 | CODIFY DUBLIN

- Introduction to Programming concepts and Python Language

DIPLOMA IN WEB DESIGN | AUG 2010 | IBAT COLLEGE

- Creating websites with HTML & CSS

Skills & Abilities

TECHNICAL SKILLS

- Data Analysis with **R & SQL**
- Web Application Development with **.NET & C#**
- Cloud Application Development with **AWS** and **Azure**
- Advance knowledge of **Office** products
- Experience with **Salesforce**
- Data visualization with **Tableau** and **Power BI**

LANGUAGE

- English – Fluent
- French – Beginner
- Turkish – Native

PERSONAL SKILLS

- Excellent verbal and written communication skills. Able to document and present the results of analysis clearly and concisely, using effective written reports and diagrams.
- Self-starter, able to manage individual responsibilities and contribute successfully to team deliveries on complex, long term projects.

Experience

BUSINESS ANALYST | ELMA MARKETING | JUNE 16 – JULY 17

Analyzing different data sets to extract insight from various data sources, spot the business problems and suggesting innovative solutions to the business problems

Main duties:

- Gather and export information from different internal and external stake holders
- Understand customer and business needs and creating business requirements
- Analyze different data sets to identify business problems through different tools
- Find innovative solutions to the business problems
- Creating and updating weekly, monthly performance analysis of different social media channels

TEAM LEADER | FACEBOOK (CPL) | JULY 15 – APR 16

Responsible from daily management of 14 IP Analysts who provides support in 11 different languages. Making sure that required SLAs for quality and response time are met and creating new processes to improve these SLAs.

Main duties:

- Managing all Content Analysts and being responsible for the day-to-day management of this group
- Managing daily changes in capacity due to resourcing (holidays) or volume changes
- Enforcing the targets and ensuring the SLAs for timeliness, accuracy and quality are met
- Managing all on-boarding paperwork for access/permissions/provisioning etc.
- Point of contact for all HR related issues for CPL team
- Organizing vendor orientation training
- Work with in team trainer to confirm the on-boarding training plan, including IT orientation.
- Response time report, detailing performance of the team against defined response time. Highlighting any queues not covered within response time, rationale and follow up actions taken
- Quality report, detailing quality of the team against monthly quality reviews. Highlighting any quality concerns with in the team and follow-up actions/recommendations.
- Ensuring escalation channels have been provided for all queues and content types & flagging to Facebook Ireland Ltd.

Key Achievements

- Increasing the quality of the team to %96 from %90
- Launching new product support with 4 new reps

INTELLECTUAL PROPERTY ANALYST | FACEBOOK(CPL) | JAN 14 – JULY 15

Providing effective and accurate solutions to users from all over the world, with regard the intellectual property issues on Facebook and Instagram. Solutions are based on analytical thinking, market knowledge, research and decision-making processed within a maximum of 24 hours turnaround time through internal tools and ticketing systems.

Main duties:

- Responsible for processing correctly incoming claims of intellectual property alleged Copyright and/or Trademark violations

- Analyzing and researching trademark registration, copyright certificates and other such as agreements for appropriate action to comply with the Intellectual Property rights and Facebook terms and conditions.
- Processing other issues from the EMEA countries regarding privacy, company policy and data content.
- Spotting trends, insights, repeated infringers, fake profiles and common issues from users within the ESLA market.

Key Achievements

- Contributing directly to the IP department delivering **98%** of quality outcome in Turkish market.
- Discovering issues that need a distinctive workflow for the Turkish market.
- Been awarded **twice** as Employee of the Month

SPORTSBOOK MANAGER | GVC HOLDINGS | FEB 13 – OCT 13

Responsible for managing Turkish sportsbook websites of GVC Holdings, including ownership of revenue, identifying product improvements, marketing opportunities and marketing communications.

Main duties:

- Control and manage the Sportsbook websites and other interfaces e.g. mobile of GVC's Turkish facing businesses including and not limited to updating, optimizing, and reporting.
- Managing yearly marketing budget of £8,000,000
- Work alongside management to develop and execute on Sportsbook strategic plans
- Analyzing results of the email campaigns, opening rates, CTR, bounce backs and opt-outs
- Work closely with Acquisition team to generate and implement customer acquisition and retention programs, promotions, campaigns, and analysis of player activity.
- Produce regular reports with detailed analytics presented to line manager.
- Responsible for achieving all sportsbook product KPI's, as well as optimizing and reporting on all promotional performance.
- Create new innovative product and promotional ideas and recommend enhancements to existing products.
- Develop and execute programs for acquiring, reactivating, and retaining Sports betting customers
- Managing the email marketing of the product, sending weekly Product Track emails to big databases with using Eloqua platform, includes writing the content and preparing design brief of PT emails
- Manage new integrations and new functionality launches.
- Manage and develop relationships across multiple departments within the company.
- Build and manage relationships with 3rd party suppliers when needed.
- Ensure all sports content and promotions are correctly displayed on the website and other interfaces.
- Ensure product offers and campaigns are highly competitive in the marketplace
- Development of sport promotions to encourage increased usage of the product.
- Turkish translations and localizations
- Supporting other business units of the company when required by line manager.

Key Achievements

- Hitting the revenue target for the financial year
- Finding and implementing a new product which produced %7 of sportsbook revenue in its first month of implementation
- Handling the migration project of betboo.com to existing GVC infrastructure

VIP ACCOUNT MANAGER | GVC HOLDINGS | JAN 12 – FEB 13

Responsible for dealing VIP Accounts and internal stakeholders to improve the satisfaction and ROI through that channel of customers.

Main duties:

- Constant improvement of the Elite – Gold VIP Account owners' satisfaction
- Create and implement different ways for cross sell and promotions in different products such as Casino, Sportsbook, Poker
- Preparing outbound calling programs for potential VIP customers via Salesforce to increase VIP activity and revenue to reach the quarterly and yearly set targets
- Negotiating special deals with different customers depending on their revenue and potential,
- Preparing weekly and monthly reports to Head of VIP Department
- Preparing monthly promotion plans for all VIP accounts and analyze ROI of those promotions at the end of each month.
- Creating HTML newsletters and e-mails to be sent to VIP customers at least three times a week which includes choosing the correct segments for different emails, writing content of email, and analyzing the key metrics of email campaigns and ROI of the campaigns.

Key Achievements

- Increasing the number of Elite customers by %80, and Gold customers by %120
- Hitting quarterly and yearly targets on revenue and new customer numbers
- Introducing new training program from scratch for the new VIP Representatives

AFFILIATE MANAGER | GVC HOLDINGS | NOV 11 – JAN 12

Previous position held in as Sportingbet's Turkish business has been taken over by Fort Anne Ltd & GVC Holdings

AFFILIATE MANAGER | SPORTINGBET PLC. | OCT 10 – NOV 11

Responsible for acquisition of new customers through affiliates, media campaigns and media agencies.

Main duties:

- Management of affiliate data within production of reports
- Commission rate management of new and existing affiliates
- Commercial management of existing affiliates including partnerships
- Management of agent data and communication
- Researching business development opportunities within the region
- Media plan for Turkish business, including identification of new opportunities

VIP ACCOUNT SPECIALIST | SPORTINGBET PLC | SEP 09 – OCT 10

Dealing with Elite & Gold level of VIP customers on daily basis through email and phone to improve the customer satisfaction and a provide an excellent service with their issues while identifying the trends and needs to improve the VIP business size.

Main duties:

- Constant improvement of the Elite – Gold VIP players' satisfaction
- Create and implement different ways for cross sell and promotions in Casino and Sports book
- Creating promotions and prepare html e-mails to send VIP customers
- Helping TL in extra tasks and reports i.e. HR, weekly reports

Key Achievements

- Increasing VIP customer base by %300 with constant improvement on revenue

CUSTOMER SERVICE REPRESENTATIVE | SPORTINGBET PLC | AUG 08 – SEP 09

Providing satisfactory level of customer support through e-mail, phone, and live chat services while educating customers how to use company website and betting processes.

Key Achievements

- %95 Quality across all support channels
- Creating of an internal communication channel with Traders to decrease the reply time – led to decrease of reply time by 4 hours