**Ozge Kantas D’Andrea**

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Eligible to work in the UK.

**Professional Profile**

Innovative Associate Product Manager with expertise in implementing creative marketing strategies and campaigns to significantly increase brand awareness and customer engagement. Successful in developing project plans and achieving revenue performance targets. Passionate about content, data visualization and innovative strategies. Polymath, analytical thinker and quick-learner.

####  **Work ExperiencePaperchase, London, UKSales Assistant, 02/2019– 01/2020**

* Maximizing the store’s sales and profitability through effective customer service.

 •  Processing transactions, tracking balance sheets and executing daily bank float.

#### **Eurosport, Istanbul, TurkeyAssociate Product Marketing Manager, 10/2017– 07/2018**

* Provided analysis and benchmarking for Winter Olympics by being accountable for social media presence and developing creative content, resulted in significant increase in engagement (+70% app users, reach +40%).
* Consulted for specific campaigns and liaises with stakeholders.
* Conducted advanced market and competitive analysis and monitoring of online KPIs, and campaign ROI optimisation.
* Proactively prepared all written communication materials and information for performance development.

#### **Kadir Has University, Istanbul, TurkeyOperations Coordinator of Sports Media Certification Program, 11/2017– 07/2018**

* Maintained customer service to +1000 people, including students, employers, and visitors by answering phone calls, emails and in-person inquiries.
* Produced course materials, schedules and trained staff on new techniques for documentation that significantly reduced retrieval time and lost documents.
* Developed infographics, spreadsheets, presentations delivered on-time, within the scope and budget.

**Bring Your Art, Istanbul, Turkey
Curatorial Assistant, 08/2016– 03/2017**

* Created and implemented media campaign for the successful launch and promotion of 3 exhibitions with the partnership of 10 media agencies and newspapers.
* Conceptualised exhibitions’ descriptions, timeline graphics and catalogues using Photoshop.
* Coordinated internal staff and 60 different groups of volunteers’ schedules and duties.

#### **Rotary International, Savannah, GA, USAProject Coordinator and Scholarship Holder, 08/2014– 08/2015**

* Delivered 80 presentations to the public on topics such as basic education and literacy, economic and community development, water and sanitation, and contraceptive education.
* Contributed to raising over $50,000 for End Polio Now Project.
* Guided the international team on resource management, process improvement and risk assesment.
* Organized 15 volunteer appreciation and 25 fundraising events.

#### **Schneider Electric, Izmir, TurkeyHuman Resources Intern, 06/2013– 09/2013**

* Evaluated the viability of implementing lean methodology at the department by empirical research, data analysis for efficiency-gaining in the recruitment process.
* Assisted in recruitment process and coordination of trainings.

**Education & Professional Qualifications**

#### • **Middle East Technical University**, Ankara, Turkey, 2010-2016 Business Administration, Bachelor of Science, Upper Second – Class Honour’s Student• **Armstrong State University**, Savannah, GA, USA, 2014-2015 Liberal Arts, Scholar of Rotary International• **Meiji University**, Tokyo, Japan, 2014 International Management, Study Abroad Plan **• Kadir Has University**, Istanbul**,** Turkey, 2017-2018 Sports Media Certification• Certifications : UI/UX Design Specialization, California Institute of the Arts, 2020 Graphic Design, University of Colorado Boulder, 2020 Marketing Analytics, University of Virginia, 2020 SEO, University of California, Davis, 2020 Google Analytics, Google AdWords, 2018

**Voluntary Experience**

• METU Debate Society, Ankara, Turkey, 2010 - 2014
 Professional Debater and Director of Operations
• TEDxMETUAnkara, Ankara, Turkey, 2013 – 2014
 Founding Board Member
• TEDxTokyo, Tokyo, Japan, 2014
 Operations Team Member
• American Traditions Competition, Savannah, GA, USA, 2014 – 2015
 Operations Coordinator and Fundraiser
• ROTARY Club of Putney, London, UK, 2019
 Membership Council Representative
 **Languages**

• Turkish (native) • English (fluent) • Italian (intermediate) • Japanese (intermediate)