

Metin Demirkan Saldırış

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Summary

Business Administration graduate with a specialized focus in Business Analytics, skilled in utilizing data analytics to inform and drive strategic business decisions. Demonstrates strong proficiency in database management, big data analysis, and data visualization. Eager to use these skills in marketing and business growth roles, aiming to deliver actionable insights and contribute to organizational success.

Education

Middle East Technical University | Ankara

SUNY DDP Business Administration and Management | 06/2023

- Graduated top of the class
- I have been awarded a scholarship in recognition of achieving the highest GPA in my class, covering 50% of my tuition fees.

State University of New York at Binghamton | Binghamton, NY

Business Administration | 06/2023

- Concentration in Business Analytics
- GPA: 3.47

Experience

ANEX Tour | Antalya, Türkiye

Global Operations Reporting Specialist | 07/2024 - Present

- Analyzed sales, revenue, and expense data using SQL, Excel, and Power BI to optimize operations and create dynamic dashboards.
- Collaborated with stakeholders to define requirements for the mobile application, ensuring alignment between marketing, finance, and software teams, and proposed user-driven improvements.
- Assisted in annual budget planning by analyzing data and contributing to financial forecasting and target setting.

Tri-Bros Transportation | Binghamton, NY

Marketing Director | 09/2023 - 04/2024

- Pioneered and established the entire marketing department, laying the foundational strategy and infrastructure.
- Successfully orchestrated comprehensive digital marketing campaigns, boosting organic traffic and online presence by 200% in the first month, demonstrating effective strategy and execution.

Tri-Bros Transportation | Binghamton , NY

Logistics Coordinator | 02/2023 - 04/2024

- Orchestrated optimal carrier solutions, negotiating shipment terms and rates.
- Fostered lasting relationships with carriers, ensuring repeat business.
- Achieved a significant \$21,000 profit within a span of 3 months through strategic supply chain management and effective negotiations.

Citory | Wilmington, DE

Business Analyst | 02/2022 - 02/2023

- Actively participated in addressing early-stage startup challenges, providing analytical solutions to streamline operations and enhance user experience.
- Synthesized market trends and customer data to pinpoint growth opportunities.
- Collaborated with the marketing team to roll out high-impact campaigns.

Skills

Machine Learning, Python, Excel, SQL, Power BI, Tableau, Digital Marketing, SEO, Jira, Jiu-Jitsu