



Kubilay ÖREN

E-Commerce Manager / Director



Contact

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Professional Summary

Detailed E-Commerce Manager with 12 years of hands-on experience overseeing online sales and presence of web companies. Skillful in troubleshooting online website issues, tracking website functionality and organizing promotions. Results-oriented professional possessing great grasp of web design and web analytics software paired with thorough knowledge of SEO.



Work History

2015-01 -
Current

E-Commerce Trainer

E-ticaret Akademisi Eğ. Dan. İnternet Ve Yazılım Hizmetleri, Kadıköy

Giving

- E-Commerce infrastructure comparisons
- E-Commerce business models
- User Experience / User Interface UX / UI
- Content Managements
- Integrations
- Product and stock coding
- Sales strategies
- Operation management
- E-commerce Law
- Entrepreneurship trainings and more topics

2021-03 -
2022-04

Marketplace Manager / Business Development Manager

Porgin Dijital Teknolojiler A.Ş. - Sanko Holding, Pendik

- Leading the teams in developing the marketplace infrastructure software.
- Determining Categories.
- Arranging, making legal records.
- Making SEO arrangements.
- Developing the design.



Skills

ECommerce Feature Development



Teamwork and Collaboration



MS Office



Flexible and Adaptable



Self-Motivated



Attention to Detail



Critical Thinking



Multitasking Abilities



Excellent Communication



- Researched industry and marketplace trends to develop marketing. solutions and enhance business operations.
- Adjusting domestic and international regulations,
- Developing marketing strategies, adapting the English, Arabic, Russian languages on the site and making the site ready for sale.
- Partnered with business teams and IT personnel to align project goals with business strategy and define project milestones.

Languages

English



Spanish



2019-04 -
2021-03

E-Commerce Manager

İder Mobilya, Küçükyalı / İstanbul

- Setting up infrastructure of website with start-up project management, preparing ux/ui making products photos suitable for site, preparing automation by making integrations, completing legal processes and making site ready for sale.
- Constructed new payment systems for online orders to optimize website shopping and boost sales.
- Leveraged Google Analytics and AB testing to monitor effectiveness of online marketing strategies, website content and user experience.
- Tracked consumer behavior, content management and weight of purchase to develop robust customer acquisition and retention programs.
- Supported annual media planning process and media buying for digital content.
- Demonstrated products to show potential customers benefits and advantages and encourage purchases.
- Enhanced profitability by developing pipelines utilizing marketing and sales strategies.
- Delivered recommendations to long-term accounts to promote brand awareness to key audience.
- Optimized e-commerce fulfillment strategy to

minimize costs while maximizing profits and customer satisfaction.

- Customized e-commerce platforms by building new products, designing landing pages and integrating new vendors and apps to further enhance website UI and UX.
- Resolved problems with high-profile customers to maintain relationships and increase return customer base.

2016-09 -
2018-11

E-Commerce Manager

Seyran Tekstil San. ve Tic. Ltd. Şti., Pendik/İstanbul

- Website design work
- Determining and purchasing infrastructure in line with the needs
- Making arrangements for e-commerce integrations with in the Nebim V3 programme
- Integration of products in to the site and automation of the system
- Managing photo shoots
- Product managements
- Launching the website

2014-11 -
2016-09

E-Commerce Manager

Coşan Pastacılık, Sirkeci / İstanbul

- Setting up infrastructure of website with start-up project management, preparing ux/ui making products photos suitable for site, preparing automation by making integrations, completing legal processes and making site ready for sale.
- Constructed new payment systems for online orders to optimize website shopping and boost sales.
- Leveraged Google Analytics and AB testing to monitor effectiveness of online marketing strategies, website content and user experience.
- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction.

2013-09 -
2014-11

IT Manager /E-Commerce Manager

İleri Bisiklet, Kadıköy / İstanbul

- Purchasing Server and computers
- Category hierarchy planning and adding to Nebim V3 programme
- Adding descriptions to Nebim V3 Programme
- Setting up the infrastructure of the website with the start-up project management, preparing the ux/ui making the products photos suitable for the site, preparing the automation by making the integrations, completing the legal processes and making site ready for sale.
- Established and maintained balanced and accurate e-commerce budget to execute on initiatives with proper funding and enrich customer experience.
- Constructed new payment systems for online orders to optimize website shopping and boost sales.

2012-06 -
2013-08

E-Commerce Manager

Kemal Tanca, Şişli/İstanbul

- Setting up the infrastructure of the website with the start-up project management, preparing the ux/ui making the products photos suitable for the site, preparing the automation by making the integrations, completing the legal processes and making site ready for sale.
- Established and maintained balanced and accurate e-commerce budget to execute on initiatives with proper funding and enrich customer experience.
- Constructed new payment systems for online orders to optimize website shopping and boost sales.
- Leveraged Google Analytics and AB testing to monitor effectiveness of online marketing strategies, website content and user experience.
- Tracked consumer behavior, content management and weight of purchase to

develop robust customer acquisition and retention programs.

- Supported annual media planning process and media buying for digital content.
- Incorporated e-commerce objectives in social media platform management.
- Enhanced profitability by developing pipelines utilizing marketing and sales strategies.
- Delivered recommendations to long-term accounts to promote brand awareness to key audience.
- Prepared and implemented strategic growth plans for territory based on company goals and expectations.
- Managed revenue models, process flows, operations support and customer engagement strategies.
- Collaborated with advertising group to create uniformity between advertising messages and retail incentives.
- Investigated and integrated new strategies to expand business operations and grow customer base.
- Optimized e-commerce fulfillment strategy to minimize costs while maximizing profits and customer satisfaction.
- Customized e-commerce platforms by building new products, designing landing pages and integrating new vendors and apps to further enhance website UI and UX.
- Resolved problems with high-profile customers to maintain relationships and increase return customer base.
- Organized promotional events and interacted with community to increase sales volume.

2010-03 -
2011-11

Project Manager

Gold Bilişim Kurumsal Hizmetler San. ve Tic. A.Ş.,
Üsküdar / İstanbul

- Planning the IT infrastructure of the companies to be established
- Finding suitable products within the budgets or

- requests and making the applications
- Incorporating new customers in to the company
- Achieving monthly sales

2001-12 -
2007-09

General Manager

PcTürk Bilgisayar Hizmetleri San. ve Tic. A.ş., Gebze / Kocaeli

- Computer products Retail and corporate sales
- After sales technical services
- Website setups



Education

2022-10 -
2024-06

Bachelor of Science: Management Information Systems

Andolu University Open Learning Faculty - Eskişehir

2020-10 -
2023-06

Associate of Arts: Justice

Istanbul University - Istanbul

2015-10 -
2017-06

Associate of Science: Computer Programming

Ondokuz Mayıs University - Samsung

Graduation Degree 3,23 / 4

2013-10 -
2015-06

Associate of Arts: Business Administration And Management

Anadolu University - TR

Graduation Degree 2,73 / 4



Certifications

2018-07

Certified English Language, Dilko, Advanced

2019-04

Certified Spanish Language, Dilko, A1



Interests

I am an animal lover who is married, owns 2 Dogs, 1 Parrot, 2 Turtles. If possible, I would like to live

with dozens of our friends. (Of course my wife also wants it, you know it won't be without permission. :D) We spend a lot of time with our dogs, walking and playing games. I was born on 29.12.1979. I am 42 years old. I am someone who lived the 80s, 90s, all the beauties of that period, and childhood. Flying a drone with my wife, driving a remote control car, playing games such as Solo Test, Arcade, Cube, Chess, Backgammon, Pictionary, Uno, Jenga, Taboo, Wood Solitaire, spending time with our friends, designing and thinking about e-commerce sites, We take great pleasure in developing and receiving training. We are also a 3rd KYU Aikidoka who loves Aikido and has been actively training for 1 year. I am an E-commerce lover who has 12 years of 360 degree E-commerce Experience and does his work with pleasure. I am a Computer Programming and Business Administration graduate. I continue to study Justice and Management Information Systems. I have advanced knowledge of English. I have Toefl Education.



Additional Information

- Military Service Completed (05.05.2001)
Driver License : B

We are also a 3rd KYU Aikidoka who loves Aikido and has been actively training for 1 year