



UTKU EROL

SENIOR MANAGER

CONTACT

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EDUCATION

MASTER of BUSINESS INFORMATICS
Marmara University | Istanbul
2005-2007

BACHELOR of BUSINESS INFORMATICS
Marmara University | Istanbul
2000-2004

KEY SKILLS

- Agile Product Management
- Loyalty Planning / Engagement
- Digital Advertising / Marketing
- Data Analysis and Reporting
- Customer Centric UI/UX Design
- Process Optimization
- Quality & Risk Management
- Business Development
- Payment Solutions / NFC Systems
- Mobile & Web Applications
- Digital Commerce & SEM
- Text Mining / NLP

PROFESSIONAL PROFILE

A highly-qualified and conscientious manager, who effectively combines strong organizational and communication skills, **analytical problem solving** and exemplary planning capabilities to successfully deliver and manage **large-scale projects** by following **agile methodologies** as well as **PMI** standards. Possesses extensive knowledge and expertise of strategic business planning, **loyalty & engagement**, digital marketing, UI/UX design, **data analysis and reporting** as well as implementing multiple projects, **mobile applications**, web services, **fintech** and **payment solutions** throughout the retail, financial services, automotive, communications and FMCG industries. Specializes in delivering improvements to company performance through the implementation of value-adding business processes.

OBJECTIVE

Currently living in Berlin and looking for both exciting and challenging position, one which will maximize my existing skills and expertise in IT, business administration and loyalty marketing whilst enabling further personal and professional development within a progressive and forward-thinking company.

CAREER SUMMARY

SENIOR PRODUCT MANAGER - LOYALTY

KfzTeile24 GmbH || Berlin || June 2018 – present

KfzTeile24 is the biggest online retailer for automotive spare parts and accessories in Germany with more than 550 employees and 1M+ items on sale.

- Built the customer acquisition and engagement strategy for loyalty program.
- Planned CRM and customer lifetime strategies across the company encouraging customer retention and engagement as well as profitability.
- Built the customer acquisition and engagement strategy for multiple loyalty programs.
- Combined existing loyalty solution with current digital, mobile platforms, utilizing in-depth analytics to evaluate the impact of customer engagement.
- Completed quantitative data analysis to identify at-risk customers and ROI rate.

SENIOR PRODUCT MANAGER & TECHNICAL LEAD

ViaFone Loyalty Technologies || Dubai || Nov 2015 – Dec 2017

Viafone is a leading technology company, that specializes in loyalty & engagement solutions, mobile applications and tailor-made solutions for companies in UAE and the Gulf Region.

- Managed partner relationships for the products and led the technical personnel located in France, Turkey and UAE.
- Managed the entire product life cycle and loyalty campaign tools.
- Developed customer engagement and loyalty communication plans.
- Prepared product content, sales pitches, proposals and business plan of the company.

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TECHNICAL SKILLS

C# / .Net / MVC



HTML5 / CSS3



Adobe Photoshop



Adobe Flash



Microsoft Office Tools



MS SQL / No SQL (Redis & Raven)



SEO, PPC, PPM, PPA, DSP, SSP



Cloud Computing (Azure, AWS)



CERTIFICATES

PMP CERTIFICATE

PM Institute || 2018

PROFESSIONAL SCRUM MASTER - PSM

Scrum.org || 2017

MCSO.NET TRAINING (250 hours)

Mayasoft Education || 2005

LANGUAGES

English (fluent)

German (fluent)

Turkish (native)

 [UTKU.WORDEGO](https://www.linkedin.com/company/utku-wordego)

 [TWITTER.COM/UTKUEROL](https://twitter.com/UTKUEROL)

 [FACEBOOK.COM/UTKUEROL](https://facebook.com/UTKUEROL)

CAREER CONTINUED...

ACCOUNT DIRECTOR & HEAD OF IT

Ketchup Loyalty Marketing Agency || Istanbul || Apr 2014 – Aug 2015

Ketchup is a pioneer in loyalty consultancy & management, creating and implementing end-to-end loyalty programs to target and engage customers for a wide range of global clients.

- Completed quantitative data analysis to identify at-risk customers and ROI rate.
- Negotiated vendor contracts and managed execution and implementation with partners.
- Executed campaigns and customer communication strategy to boost member growth.
- Led the IT team, supported Project Managers and Product Owners, ensuring that all tasks and activities are completed.

MANAGING PARTNER & CTO

Wordego Advertising Network || Istanbul || May 2012 – Mar 2014

Wordego is an Online Advertising Network that provides complete technology solutions to automate the purchase and sale of online advertising and digital couponing solutions.

- Managed and led the team of developers and R&D professionals assigned to project.
- Technical design and execution of the Wordego Ad Server and implementation of user interfaces, reporting tools and decision support systems.
- Designed the architecture of a Real Time Bidding system and ad optimization processes.
- Developed fully customizable Digital Couponing Solution for UAE market.

ACADEMICIAN

Marmara University || Istanbul || Jan 2005 – Apr 2012

Marmara University (since 1883) is one of the oldest and largest educational institutions in Turkey, with over 3.000 academic staff and 70.000 students under 13 campuses.

- Development, management and continuous monitoring of the Business Informatics department student information system and web portal.
- Providing in-depth data analysis and reports for several different data mining and business intelligence projects being carried out at the University

AWARDS



Facebook Bots for Messenger
Challenge MENA Finalist (2017)

- 40K USD Prize -

Viafone Technologies
with Social Perks App



DEWA Future Cup Winner under
Customer Loyalty Category (2016)

- 20K USD Prize -

Viafone Technologies
with Saeed Solution



Informatics Association of Turkey
E-Innovation Contest 2013

- First Prize -

Wordego Inc.
with Wordego Ad Platform



Excellence Award and Success
Certificate given by Siemens Turkey

- 2K EUR Prize -

Utku Erol
with his Master Thesis