

Oguz Kaan Bulut

Date of birth: 28/05/1991 | **Nationality:** Turkish | (+90) 5054165555 | oguzkaanbulut@gmail.com |

Istanbul, Turkey

● WORK EXPERIENCE

07/2019 – 02/2021 – Miami, United States

PRODUCT MANAGER – AMAZING DOG TREATS USA OPERATIONS

- Compiled product, market and customer data to generate informed sales and profit projections.
- Consulted with product development teams to enhance products based on customer interest data.
- Monitored market trends and competitor performance and analyzed gaps to update promotional strategies and maximize sales.
- Defined and analyzed metrics to measure product performance.
- Coordinated innovative strategies to accomplish marketing objectives and boost long-term profitability.
- Led category, brand, competitive and promotional analyses to identify trends leading to key consumer conclusions and implications on marketing strategy.
- Identified opportunities to improve base business categories, implementing rigorous brand and SKU rationalization protocol.
- Analyzed consumer and financial data to develop strategic insights and make clear and compelling recommendations for overall business growth.

09/2017 – 07/2018 – Ankara, Turkey

PRODUCT MARKETING MANAGER – AMAZING DOG TREATS

- Communicated value and position to sales team and developed tools to support selling process.
- Performed thorough market research and competitive analysis to understand and effectively communicate product value proposition.
- Served as focal point for all customer input and market intelligence for product improvements.
- Reversed product selling price decline through innovative approach and best practices training for field sales.
- Cultivated and nurtured relationships with customers in strategic vertical markets to support ongoing definition of differentiated product value.
- Managed product development lifecycle from conception to release.
- Possessed expert knowledge of competitive and third party products and translated knowledge into business strategy.
- Researched competitive solutions and maintained competitive market comparisons and evaluations.

02/2014 – 07/2015 – Ankara, Turkey

SALES ACCOUNT MANAGER – MING SOFTWARE

- Oversaw sales forecasting, goal setting and performance reporting for all accounts.
- Anticipated clients' needs by staying in touch on regular basis.
- Monitored market activity and quoted pricing to maintain healthy profit margins.
- Consulted with clients after sales and contract signings to resolve problems and provide ongoing support.
- Built client relationships by acting as liaison between customer service and sales teams.
- Negotiated prices, terms of sale and service agreements.

● EDUCATION AND TRAINING

02/2022 – CURRENT – Turkey

MASTER OF BUSINESS ADMINISTRATION – Toros University

Full Tuition Waiver Scholarship

09/2021 – CURRENT – Turkey

ASSOCIATE DEGREE IN COMPUTER PROGRAMMING – Anadolu University

09/2015 – 06/2016 – Poland

EXCHANGE STUDENT – AGH University of Science and Technology

09/2013 – 06/2016 – Turkey

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION – Hacettepe University

Graduated in 3 years as an Honour Student.

3.24/4.00

● LANGUAGE SKILLS

Mother tongue(s): **TURKISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user