

# M. Baha Kardan

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## Objective

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Aspiring professional with a strong foundation in technology-driven business transformations, market research, and sales outreach. Experienced in fintech, app development, and digital solutions, including wallet and banking apps. Passionate about leveraging data-driven insights, strategic thinking, and emerging technologies to drive business growth. Enjoys hands-on projects, from software solutions to hardware experiments. Seeking opportunities in business strategy, product development, and operational efficiency.

## Experience

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### Innovance, Business Analyst Intern

July 2023-August 2024

- Contributed to the development of digital wallet applications for fintech clients, gaining hands-on experience with middleware architecture and service integrations.
- Customized and implemented a back-office application for a leading online car sales platform by adapting an existing design to meet industry-specific needs; this solution later became a reusable product implemented for other companies.
- Supported the redesign of a top Turkish bank's website and mobile app, focusing on critical user journeys such as money transfers to improve user experience.
- Authored analysis documents and process diagrams that served as foundational references for future development projects across multiple teams.

### Alterna CX, Intern

March-November 2022

- Maintained a database of 10,000 company contacts, investors, and partners. Assisted with reports.
- Built dashboards with key KPIs on HubSpot to get insights on marketing performance.
- Presented Marketing Analytics KPI's and progress monthly to the CEO and stakeholders.

### Giorgio Di Mare and Felix Hardy, Marketing Department

Summer 2021

- Fashion brands, mainly focused on Europe and the US market, explored market opportunities in Turkey and boosted sales in Turkey by %200 since June. Conducted statistical tests for decision support.
- Reported insights and daily sales data to managers.
- Helped the marketing team differentiate Felix Hardy brand from the parent company's other fashion labels.

## Education

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### Koç University, Istanbul

2020-Current

B.A In Business Administration | Track: Finance

Full-Tuition Merit Scholarship

### Kadıköy Anadolu Lisesi, Istanbul

2014-2019

Acceptance rate: %0.59

## Leadership and Activities

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Vice President, KU Motorsports Club

2023

Koç University Marketing Club

2020-2024

- Head, Case Competition Organizations - 2024: Developed business strategy competitions to enhance entrepreneurial thinking.
- Coordinator, KAMP'22 and '23 Organizations: Led entrepreneurship workshops & business networking events, fostering business development skills.
- Member, Retail Future Contest Committee – 2023: Engaged in discussions about market trends impacting retail investments.

Tutor, KU Volunteers Education Projects

2020-2022

- Assisted the high school students who come from under- represented backgrounds from Turkey with their academics, social lives, and careers and guided them with every aspect of their lives.

## Skills

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- Technical: CRM (HubSpot), SQL, Python, Excel, Java, HubSpot
- Business: Market Research, Digital Transformation, Data-Driven Decision Making
- Soft Skills: Stakeholder Management, Negotiation, Problem-Solving, Presentation

## Honors and Awards

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- Ranked 408th out of 2,607,903 students in YKS (University Entrance Examination) – 2020
- Google Data Analytics Professional Certificate
- First place in COSMED V3 REBIRTH Case Competition - 2021