

Yusuf Gülcü

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OBJECTIVE

3rd-year Industrial Engineering student at İTÜ seeking opportunities in **sales, marketing, and brand management**. Hands-on experience in B2B/B2C sales, CRM management, brand building, and end-to-end marketing operations. Passionate about understanding customer needs and creating value through communication. Lean Six Sigma Green Belt certified. Fluent in Turkish and English.

EDUCATION

B.Sc. Industrial Engineering · İstanbul Teknik Üniversitesi (İTÜ) 2023 – Present
Faculty of Management · 3rd Year · Expected Graduation: Jun 2027

English Preparatory Program · Özyeğin Üniversitesi 2021 – 2023
Department of Industrial Engineering

EXPERIENCE

Independent Delivery Operator · Trendyol Go by Uber Eats, İstanbul Jul 2025 – Mar 2026

- Managed high-volume last-mile deliveries for Turkey's largest e-commerce platform, consistently meeting on-time performance targets.
- Developed operational discipline and route-optimisation skills within a data-driven logistics environment.

Marketing Intern · Kızılay Kaynak Suları (Kızılay Yatırım), İstanbul Aug 2025 – Sep 2025

- Managed dealer onboarding and account operations via CRM panel; handled B2B and B2C client processes within the marketing department.
- Built an automation tool for competitor price tracking and analysis, streamlining data collection across multiple market players.

Corporate Communications – Project Team Member (Volunteer) · Let's FutureUP, İstanbul May 2025 – Oct 2025

- Developed internal and external communication strategies to increase project visibility and stakeholder engagement.
- Managed sponsor outreach and partnership development to expand the organisation's impact.

Moj Dreams Perfume · İstanbul Oct 2024 – Sep 2025

Brand & Operations Coordinator Jan 2025 – Sep 2025

- Built and managed B2B and B2C sales channels for a consumer perfume brand; implemented CRM processes and handled customer acquisition and retention.
- Developed brand identity and managed marketing content across digital channels; grew online presence and community engagement.

Perfume Workshop Coordinator Oct 2024 – Aug 2025

- Designed and executed immersive perfume workshop experiences; managed participant logistics and iterative programme improvements.

Founder · Surgery in Türkiye, İstanbul Jun 2024 – Jan 2025

- Built and launched surgeryinturkiye.com — a medical tourism platform connecting international patients with verified Turkish surgical providers.
- Owned full product lifecycle: market research, SEO content, WordPress development, and medical partner outreach.

Operations Team Member · Kile Un ve Unlu Mamülleri, İstanbul Jan 2024 – Oct 2024

- Supported production scheduling and retail operations; strengthened understanding of supply chain fundamentals in an FMCG setting.

Sales Representative Intern · MGH Bilişim, İstanbul Feb 2024

- Handled live customer support via chat, resolving technical and service queries with high satisfaction scores.

PROJECTS

Campus Collection · Creator · 2026 – Present

- Developing a scent-based product line translating university campus identity into tangible brand experiences; covers fragrance curation, concept design, and brand architecture.

Moj Dreams · Brand & Web · 2024 – Present

- Built and managed web platform, content strategy, and workshop programme for a perfume and sensory experience brand.

fromAntakya.com · Co-Founder · 2025

- Co-founded an e-commerce platform digitising and distributing artisan products from the Hatay / Antakya region to a national audience.

Surgery in Türkiye · Founder · 2024

- End-to-end medical tourism platform independently built, launched, and managed for international patient acquisition.

SKILLS & TOOLS

Programming & Data: Python (data analysis, automation) · SQL · Advanced Excel (financial modelling, pivot tables, scenario analysis)

ERP Systems: IFS (ERP processes & implementation — hands-on coursework, İTÜ)

Web & CMS: WordPress (site build, content management, SEO basics)

AI & Productivity: Claude, ChatGPT — rapid prototyping, workflow automation, prompt engineering

Languages: Turkish (native) · English (proficient) · Arabic (pre-intermediate)

CERTIFICATES

Lean Six Sigma Green Belt · ESTIEM · February 2024

ACTIVITIES & CLUBS

- ESTIEM — European Students of Industrial Engineering & Management | Event & Organization Coordinator | 2023 – Present
- ESTIEM International Exchange | Eindhoven University of Technology, Netherlands | Cultural & Professional Exchange Event
- ESTIEM International Exchange | University of Niš, Serbia | Cultural & Professional Exchange Event
- İTÜ Industrial Engineering Club | Member | 2023 – Present
- Operations Research Club, Özü | Member | 2021 – 2023
- Kickboxing — AYC Fight Club | Competitive Athlete | 2016 – 2020