ELİF KOÇ

elifkoc@gmail.com +90.532.210.5376
linkedin.com/in/elif-koc/

Professional Interests

Data Analytics, Data Science, Business Intelligence, Data-Driven Business Strategy Development, Database and Datawarehouse Systems, Digital Transformation and Software Development.

Education

2009 **Master of Science in Service System Engineering**
New York State University at Buffalo, GPA: 3.93/4.0

2018 **mMBA**
Koc University, Istanbul, Turkey

1998 **Bachelor of Science in Computer Science**
Istanbul University, Istanbul, Turkey

Honors and Awards

2017- Microsoft Women Leaders of Technology Awards
Most Successful Software Developer
2017 - Global Telecom Business Software and Service Innovation Award
2017 - Turkcell CXO Award - Outstanding and Dedicated Work at Turkcell

Academic Employment

2022 - present **Sabancı University**, Istanbul, Turkey
Part Time Instructor
- CS306 Database Management Systems
- CS201 Programming Fundamentals

Professional Experience

2011 - 2020 **Turkcell** , Istanbul, Turkey
Data Analytics Leader, Business Transformation Program Manager, 2017 - 2020
- Leading digital services data analytics program:
DSS Data Platform & Data Lake, DSS Dashboard, data.ai, Google Premium Mobile Analytics Platform, Data Insight P&L Reporting
- Data driven strategy development, Digital transformation

Marketing Analytics Domain Architect, Business Intelligence Analyst, 2011 – 2017
- Service manager (Marketing Decision Hub, Campaign Response Calculation, Real-Time Integrated Marketing and Next Best Action, Marketing Optimization)
- Technical guidance and mentoring the domain team
- Planning domain roadmap
- Managing vendor relations, budget, and payments in the responsible subjects, preparing RFP's, leading POC's and evaluating the vendor products and solutions

2009 – 2011   **4KSoft Software Company**, Istanbul, Turkey,
Founder

2009 – 2010   **Hearst Corporation, LocalEdge,** Buffalo, NY USA
Sr. Programmer and Business Analyst

2002 – 2009   **Freelance Software Developer Consultant,** Buffalo, NY USA

2000 – 2002   **Alpha-Gamma Technologies Inc.**, Raleigh, NC USA
Sr. Software Engineer

1998 – 2000   **Link Holding**, Istanbul, Turkey
Software Engineer

Publications

2016 IIE Annual Conference presentation – More Effective Customer Contact Strategy: Making Marketing Optimization on Daily Bases
2016 IIE Annual Conference presentation & ISERC conference paper – Building an Efficient Campaign Response Rate Calculation System

Patent Applications

2015 Campaign Response Collection & Calculation Method
2016 Daily Marketing Optimization