

Ilkut Terzioglu

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PROFILE

Digital Analytics SME with 15 years of global B2C/B2B expertise, adept at delivering scalable solutions. Recognized for exceptional technical skills and learning ability.

CORE SKILLS

- SQL Querying (windows, arrays, pivot, DBT, BigQuery, Postgres, Spatial data)
- Flask app development (GCP & Heroku)
- Raw data processing at volume
- Creative/ independent problem solving
- Prompt engineering for process automation
- JS-2-SQL Adobe Analytics delivery

PROFESSIONAL

InDrive / New Ventures (M&A) - Senior AI & Data Engineer / Mar 24 - Dec 24

- Sourced high quality & detailed firmographic data in emerging markets (increased reach 40x)
- Enabled process automation with customer facing Flask application (Cloud Run & Postgres SQL)
- Implemented efficient network of API end points with Cloud Run based sched
- Deployed complex analysis of spatial data to enable partnerships (84B rows daily, w BigQuery)
- Prompt engineering to fill gaps in data lakes through reasoning on based known-knowns
- Prompt engineering to replicate human output at scale (3 Philosophers)

Media Monks - Data Engineer & Senior Digital Analytics Architect / Jan 22 - Sep 23

- Tailored creation of views, tables, and schedules to meet unique insight demands using BigQuery.
- Crafted an intricate data processing pipelines, transforming content to align with unique requirements.
- Implemented a resilient event-driven ad pixel configuration system within Adobe Analytics.
- Executed the implementation of event-driven custom Single Page Application solutions using Adobe Launch.

Ginkgo Digital - Director / Jul 18 - Present

bd Be-Distinguished.com - built from concept to reality / Dec 2023 - Present

- Architected complex content gathering solutions through REST APIs and scraping with Requests.
- Engineered a text processing pipeline delivering natural language analysis of job descriptions (Python, Spacy, NLTK, Postgres, Panda, Jupyter)
- Developed a search engine with an intricate filtering system using Flask deployed on Heroku.
- Implemented cookieless, API based bespoke server-side analytics tracking with Matomo.

Toolstation (ftc) - Lead Analyst / May 21 - Nov 21

- Developed E2E insight flow through: BigQuery, Firebase, Google Analytics, LookerStudio
- Delivered complex BigQuery SQL based analysis & pivot tables, connected to Google Sheets.
- Built automation of manual reporting systems replacing copy/paste with automated ETL

Ginkgo Digital - Python/ Flask Product Development / Aug 20 - Present

- Engineered a Bookmark Management system, merging front-end (HTML/Jinja) and back-end (Flask) for streamlined functionality.
- Created a CRUD system for efficient bookmark management and content consumption.

- Implemented automatic tagging of text content with NLP analysis (NLTK)
- Scripted bespoke solutions to enable data ingestion pipelines with Python. (Cloud functions)

Dyson (ftc) - Lead Analyst Malmesbury / Apr 19 - Feb 20

- Developed SQL based Adobe Analytics metrics library (Big Query)
- Built SQL based virtual report suites filters for the ETL pipeline (Big Query)
- Worked with classifications to match UI data to feed results with (Adobe Analytics)
- Developed E2E insight development flow through external partners (Adobe, BigQuery SQL, Looker)

River Island (ftc) - Lead Analyst / Aug 18 - Feb 19

- Managed of Adobe Mobile App Analytics
- Reclassified historical and programmatic classification uploads.
- Analyzed X-warehouse data across SAP Business Objects, Adobe & Google using Jupyter
- Brought new streams of data to Adobe Analytics with Data Sources (returns, forecast, stock)
- Programmatic generation Adobe Analytics SDR with R & Python

KAO - Functional Analyst London & Darmstadt DE / Feb 16 - July 18

Clients-regions: Molton Brown-4, John Frieda-22, GUHL-2, Curel-2, Jergens-7, Goldwell-22, KMSHair-22

- Analytics Implementation (Adobe & Google Analytics with native tag management, 80+ sites)
- Working with globally spread teams across various time zones (US, AEMEA, JP)
- Company-wide Adobe Workspace training for effective knowledge transfer and enablement
- Bridging commercial and technical teams translating requirements to eVars, Props & events.

Email Marketing (SAP Hybris Marketing Cloud) - SAP training certified

- GDPR compliant PPI records management (creation timestamp, purge, permission) (10Mil, EU included)
- Managing service integration teams across India and UK.
- Company-wide SAP Marketing Cloud Training and creating bespoke reference material
- Managing attribute and segmentation profiles, automation of campaign approval set-up & reporting

UBM - Growth Hacker April 14 - Sept 15

9010Group - Associate Oct 09 - July 12

EDUCATION

- MA Kingston University: Digital Media & Creative Economy London | 2009
- BA Bilkent University: Communication & Design (taught in EN) Ankara | 2008

All roles, unless stated otherwise, are based in London.