

BUĞRA CİHAN GÜNDÜZ

PRODUCT SPECIALIST |
ASSOCIATE PRODUCT MANAGER



CONTACT



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📍 Istanbul

🌐 bcgunduz.com

🌐 Hobio.io

EDUCATION

Istanbul Arel University

Information Management Systems
2022-2026

LANGUAGES

- Turkish (Native)
- English (Intermediate)



PROFILE

I have experience in product analytics, sales strategy, project coordination, and early-stage product development. Throughout my internship and project work, I contributed to sales performance tracking, cross-sell strategies, customer-focused product positioning, and project documentation. Through startup and product initiatives, especially Hobio, I focus on understanding user needs, defining problems clearly, and contributing to better product experiences. I am familiar with core product metrics, A/B testing logic, Trello, and Agile/Scrum ways of working.



WORK EXPERIENCE

Sca Social

Jul 2025 - Aug 2025

Project Management Intern

- Supported project management processes including planning, task tracking, and documentation.
- Contributed to project deliverables by conducting foundational analysis on topics related to IT law and artificial intelligence.
- Supported coordination and reporting processes for organizational and business-related projects.
- Gained experience in structured reporting, project follow-up, and communication within process-driven workflows.

Jul 2024 – Jan 2025

Reeder

Product Analytics and Sales Analytics Strategy Assistant

- Supported strategic planning and performance tracking processes related to sales targets.
- Contributed to sales growth by identifying cross-sell opportunities and campaign support ideas.
- Assisted product positioning and recommendation processes based on customer needs and purchasing behavior.
- Prepared presentations and reporting outputs to support strategy communication for senior management.
- Strengthened my business perspective by combining analytical thinking, customer insight, and commercial awareness.

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Turkcell Superonline

Jul 2022 – Dec 2022

Customer Representative and Sales Specialist

- Provided customer-focused solution recommendations aligned with user needs.
- Exceeded sales targets through effective communication and a needs-based sales approach.
- Supported campaign management and cross-sell processes.
- Gained practical experience in customer behavior, persuasion, and commercial performance support.

PROJECTS

bcgunduz.com

May 2026

AI-Assisted Development Project

- Built a personal portfolio website using Astro, Shadcn/UI, and Supabase.
- Designed and launched an admin dashboard to manage Projects, Case Studies, and Product Thinking content dynamically.
- Integrated Supabase database and authentication system for content management workflows.
- Deployed frontend and dashboard infrastructure using Vercel.
- Developed the entire project within 2 days using AI-assisted development tools despite having no prior coding background.
- If you'd like to learn more about **case studies, product thinking, projects,** and me, please visit **bcgunduz.com**

Hobio

Dec 2025 – Mar 2026

Co-Founder | Product & Strategy

- Contributed to collecting user feedback, questioning the reasons behind that feedback, and improving the product's usability from Hobio's earliest version to its current structure.
- Took an active role in clarifying the core idea, defining the target audience, shaping the content direction, and structuring the product.
- Contributed to building category, learning path, and lesson structures for many hobbies such as candle making, coffee brewing, terrarium making, baking, and more.
- Supported the product's UI/UX by sharing feedback that helped make the interface more user-friendly, clearer, and smoother.
- Contributed to product ideas, content architecture, user experience improvements, and problem definition processes.
- Developed product thinking through metrics such as completion rate, drop-off rate, engagement rate, and lesson-to-lesson continuation.

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Apr 2024 – Oct 2025

Project Vizyon

Independent Product Project

- Contributed to the development of a digital platform idea aimed at helping users access TV series and movie content more easily.
- Supported the definition of the core idea, target audience, value proposition, and content direction.
- Played an active role in service design decisions by generating ideas to improve user experience.
- Gained early-stage product thinking experience through target audience definition, usability-focused planning, and concept development.

CORE SKILLS

Product

Product Thinking, User Experience Improvement, Feature Ideation, Content Strategy, Product Positioning, Requirement Definition, Prioritization, Backlog Thinking

Product Metrics

Activation, Retention Rate, Conversion Rate, Drop-off Rate, Completion Rate, Engagement Rate, Churn, Funnel Thinking, Basic KPI Tracking

Analytics

Product Analytics, Sales Analytics, Performance Tracking, Basic A/B Testing Knowledge, Customer Insight Analysis, Market Analysis, Reporting

Tools

Trello, Microsoft Excel, Vibe Coding, Google Docs, Microsoft PowerPoint,

Ways of Working

Agile, Scrum, Structured Problem Solving, Teamwork

ADDITIONAL INFORMATION

- I represented countries including Cuba, Saudi Arabia, Russia, South Korea, Iran, and Italy in multiple Model United Nations conferences across committees such as the G20, Human Rights Council, and United Nations Security Council.
- I built strategies by thinking from the political, economic, and diplomatic perspectives of the countries I represented while participating in negotiations, debates, and crisis discussions.
- I improved my strategic thinking, public speaking, negotiation, persuasion, crisis management, teamwork, leadership, and decision-making skills through committee simulations and collaborative discussions.
- I received awards in multiple conferences for my active participation, effective communication, leadership, and overall committee performance.