



Mert YILDIZ

● EDUCATION AND TRAINING

09/2020 – 03/2023 Roma, Italy

M.SC. DATA SCIENCE Sapienza University of Rome

Final grade 110/110

09/2015 – 06/2019 Izmir, Türkiye

B.SC. INDUSTRIAL ENGINEERING Yasar University

Final grade 3.76/4

● WORK EXPERIENCE

01/02/2021 – 01/05/2023 Hunt Valley, United States

LEAD AD OPERATIONS ANALYST COMPULSE

- Manage CTV, Display, Preroll, Beeswax, and Sweeps campaigns.
- Excellence in campaign data optimization on CTR, CPM, VCR, secondary actions, and conversions.
- Train and supervise Operations Analysts.

01/09/2021 – 01/04/2022 Roma, Italy

DATA ANALYST UNICEF ITALIA

During my internship, I created several dashboards with 21+ million euros worth of donation data. As a Data Analyst, I was:

- Receiving Business Problems from other departments,
- Collecting the data to build the model, data exploration, and analysis.
- Building the Machine Learning Models respectively.
- Model Analysis, Acceptance, and Model Deployment.
- Creation of Dashboards in PowerBI, Monitoring and Updating the Model.

01/01/2019 – 01/02/2021 San Francisco, United States

AD OPERATIONS ANALYST ZYPMEDIA, INC.

- Monitor advertising impression data to generate impression forecasts and troubleshoot anomalies.
- Manage campaign projects and hit high client satisfaction by maintaining operational scope and beating KPI targets, data optimization on CTR, CPM, VCR, actions, and conversions.
- Train and supervise Operations Analysts.

06/2018 – 09/2018 Izmir, Türkiye

DATA SCIENCE INTERN HUGO BOSS AG

The company had been collecting electricity data to decrease the usage density. Preprocessed the data that has been collected by sensors. Time Series data has been modeled. ARIMA and Prophet have been tried to forecast. LSTM with TensorFlow backend has been used with Python in the Anaconda environment.

● LANGUAGE SKILLS

Mother tongue(s): **KURDISH** | **TURKISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
ITALIAN	B2	B2	B2	B2	B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

programming: Python, MATLAB and SQL | R Programming | Platform : AWS Cloud | Google Cloud Services (Gmail, Google Drive, Google Docs, Google Sheets, Google Forms) | Advance knowledge in Machine Learning and Deep learning | Deep Learning frameworks: Pytorch, Tensorflow, Keras | Power apps, Power query, Power BI | Data Visualisation, Data Analysis, Data mining

● **ADDITIONAL INFORMATION**

HONOURS AND AWARDS

- 07/2021
Data Science Training Camp by Unicredit 2020 - 2021 – Sapienza University of Rome First Prize
- 05/2023
HackUPC 2023 / HP Supply Chain Optimization - Inventory Forecasting First Prize