

# BUĞRA CİHAN GÜNDÜZ

PRODUCT SPECIALIST |  
ASSOCIATE PRODUCT MANAGER



## CONTACT



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📍 Istanbul

🌐 [Bugra-Cihan-Gunduz-Portfolio](#)

🌐 [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

**Hobio** 2025--PRESENT  
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.

**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.

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## Reeder

Jul 2024 – Jan 2025

### 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.

## 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 / SELECTED PRODUCT WORK

### Mini Product Case Study – Lesson Engagement in Hobio

- Identified that text-heavy lesson content could reduce user engagement.
- Developed the idea of splitting lessons into smaller and more manageable blocks to understand whether the main problem came from content length or lack of interactivity.
- Structured the evaluation of this idea through metrics such as completion rate, drop-off points, in-lesson engagement, and continuation from one lesson to the next.
- The full case study is available in my portfolio.

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## Project Vizyon

Apr 2024 – Oct 2025

### 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, Google Sheets, Google Docs, Microsoft PowerPoint

### Ways of Working

Agile, Scrum, Structured Problem Solving, Teamwork

## ADDITIONAL INFORMATION

Interested in product management, product strategy, and user-centered digital product development.

Familiar with core product metrics and experimentation thinking.

Actively improving myself in Agile and Scrum methodologies.

My interests include Model United Nations and Parliament Simulations, martial arts and fitness, and cybersecurity.