Erdem Cice

ANALYTICS ENGINEER | DATA, BI AND MARKETING ANALYTICS

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PROFESSIONAL SUMMARY

Analytics and reporting specialist with 2+ years of experience building Power BI reporting, SQL data models and automated reporting at Olympus Europa and as co-founder of Estetika Marketing. Built Power BI dashboards used by 85 people across EMEA and automated monthly reporting across 4 countries, saving 11 hours/month; hands-on paid media (Google Ads, Meta Ads, SEO), so the reporting answers real campaign and budget questions.

WORK EXPERIENCE

Estetika Marketing

Jan 2026 - Present

Co-Founder, Analytics & Web Development (Part-time)

Lüneburg (Hamburg-based)

- Built Estetika's 7-module internal admin app (Next.js, TypeScript, Supabase/PostgreSQL) managing 28 clients, their leads, 380 invoices, and finance, reports, tasks and time tracking; it replaced Google Sheets, Trello, email threads and manual CSV consolidation and saves about 8 hours/week.
- Ran end-to-end Google Ads and Meta Ads campaigns for 2 client sites on budgets of EUR 300-800 per client per month: keyword research, audience segmentation, conversion tracking setup and monthly reporting; for one retail client, cut cost per acquisition by 22% against its previous agency, with cost per lead down from EUR 28 to EUR 19 and click-through rate up 1.8 percentage points.
- Fine-tuned and evaluated open-weight LLMs (Llama-2-7B, Mistral-7B) with Unsloth and Hugging Face and built 2 MCP integrations (Shopify product feed, CRM webhooks), reducing manual data entry by 35%.
- Developed and shipped 2 client websites (local-braids.com, bilingual BG/EN, handling 35-45 bookings a month; georgivulev.com); rated 4.8/5 across 14 client reviews.

Self-directed learning & Estetika preparation

Nov 2024 - Dec 2025

Studies and business planning

Hamburg

- Completed the B.A. in Digital Media (2025), continued self-directed learning, and planned the launch of Estetika Marketing.

Olympus Europa

Jun 2023 - Oct 2024

Working Student, Data Analytics & IT Projects

Hamburg

- Built a Power BI KPI dashboard from scratch and restored a legacy one (DAX, Power Query): 85 active EMEA users, 18 KPIs per dashboard, 6 data sources (Salesforce, Dynamics 365, SQL warehouse, Workday, Jira, SharePoint), refreshed twice daily.
- Automated monthly reporting consolidation with Python and Power Query: 8 PDF/CSV reports from 4 countries (UK, Germany, Netherlands, Poland) feed one pipeline for 12 senior stakeholders, saving 11 hours/month.
- Digitized 3 approval workflows with Power Apps and SharePoint handling about 60 approvals a month, cutting turnaround from 3 days to 48 hours and making approvals traceable across European teams.

Olympus Europa

Jan 2023 - Jun 2023

Working Student, Platform Management & Growth

Hamburg

- Ran a global digital learning platform: 18 live sessions with 5,200+ participants in total; completion rate rose from 31% to 39%.
- Analyzed KPI and NPS data (8,400+ responses from a 12-month survey of participants and enterprise clients) and helped raise NPS from 58 to 67 over 5 months.

Peak Value GmbH

Sep 2022 - Dec 2022

Junior Campaign Manager Intern

Hamburg

- Supported paid search and social campaigns: keyword research, ad-copy variants, and weekly spend and result reporting for 3 client accounts.

Experiton UG

Oct 2021 - Mar 2022

Junior Web Developer (HTML, CSS, WordPress)

Hamburg

Amazon Logistics Center

Apr 2019 - Aug 2020

Dockmaster

Winsen (Luhe)

PROJECTS

Marketing analytics pipeline

Meta Ads and Google Ads exports modelled against shop-attributed revenue with Python, SQL and dbt on DuckDB to show lead flow and conversion bottlenecks; data tests and daily CI; built on synthetic data.

MietRadar

Rental-market app for Germany on official open data: ETL CLIs aggregate Zensus 2022, OpenStreetMap and GTFS transit data into one Supabase/PostGIS spatial index for fast property search, with provenance enforced in the schema; React Native front end.

Janissary

Browser multiplayer game: server-authoritative Node.js backend handling matchmaking, state sync and WebSocket connections over a binary protocol, with Supabase auth, a load-test bot harness and Docker deployment.

EDUCATION

B.A. Digital Media Leuphana University Lüneburg & Hamburg Media School — 2020 - 2025

A.A.S. Communication & Media Studies Akdeniz University, Türkiye — 2016 - 2018

CERTIFICATIONS

Google Project Management Professional Certificate		2024
Google Ads Measurement	Skillshop	2024, renewed 2025
Meta Blueprint: Digital Marketing Associate		Jul 2024

SKILLS

Data Engineering: SQL (PostgreSQL), Python (pandas, NumPy), data modeling, REST APIs, webhooks, Supabase, Git/GitHub, Docker basics

BI & Analytics: Power BI (DAX, Power Query), Google Data Studio, KPI design, A/B testing, NPS analysis

Marketing: Google Ads, Meta Ads, SEO/SEM, campaign attribution, audience segmentation, conversion tracking, email flows

AI & Automation: LLM integration (OpenAI and Anthropic APIs, open-weight models), fine-tuning and evaluation (Unsloth, Hugging Face), Model Context Protocol (MCP), Power Automate, Power Apps, SharePoint

App Development: TypeScript, React, Next.js, React Native, Node.js, Supabase

Languages: Turkish (native), English (C1 professional), German (B1 working)