

Dear Sir or Madam,

My name is Mehmetcan Karasac. I am 36 years old and was born in Istanbul. I am single and have one dog. I would like to tell you about my professional experience in the industry to date and my current activities. After my long sports career, which I concluded with my training as a coach and teacher (see CV) in 2019, I decided to combine my two great passions: design and commerce. I began my career in e-commerce and continuously participated in various further training courses to develop my business and successfully complete them. I continue to take part in various professional development courses during my career progression and business planning and enjoy it greatly.

In 2019, I started e-commerce on local Turkish marketplaces (Amazon, Trendyol, Hepsiburada, and Instagram) and achieved successful momentum. I then continued this process on global marketplaces such as Amazon, eBay, and Etsy. After that, I began developing my own brand. At this point, I founded the brand **Kirei** and started operations in the field of sustainable cosmetic products. I wanted to learn about the ingredients of my existing and future products, so I took training courses in organic chemistry and completed laboratory internships to gain experience in this field. I am currently capable of developing almost 50 different and innovative, as well as environmentally friendly, waste-free, and organic product formulations. I have also applied and implemented my training and further education in graphic design and packaging to the digital and physical packaging of my own products. Initially, I set up my own machinery and production line, but due to my workload and the continuation of my career, the production and logistics processes for my products are currently handled by various companies that I have determined according to my set standards, and this does not hinder my work and is fully manageable remotely.

In 2022, I received a job offer from **AA Beauty**, one of the few large manufacturers in Turkey operating in the field of personal care, cosmetic, and cleaning products, and took on tasks such as e-commerce operations, online B2B sales, catalog and packaging design, the development of new and creative products, and the creation of brand concepts, and coordinated teamwork. By ensuring communication between departments, I successfully implemented the development of new products, exhibition and sales team presentations, and my concepts. Furthermore, I created the designs for private-label products that we received from our customers on Alibaba and other platforms, realised their sales, and took on brand-specific projects.

I also played an active role in the Tender Management projects, one of the business units of **ATAPOL Logistics**, the sister company of the aforementioned company. In my role here, I managed the monitoring of tenders from international organisations such as UNICEF, UN, IOM, Save The Children, and IMO, the participation procedures, the preparation of the necessary official correspondence, and the creation of bid forms.

During my experiences here, I had the opportunity to further develop my own business and lead a team, as well as collaborate with other departments (Import-Export-Logistics-Sales) to learn their working methods and play an active role in specific processes.

On weekends and certain weekdays when I was available, I also offered e-commerce consulting services to companies and individuals. I provided one-on-one coaching in areas such as the setup, management, and business development of online marketplaces from A to Z.

I currently work with **NINU LIMITED UK**, a UK-based company with branches in Turkey that operates in various e-commerce sectors, and support the management processes of their

shops like Shopify, Amazon, Etsy, and eBay for their brand **Carfurnisher**. Within the company, I design e-commerce operations in various industries, especially in cosmetics, and develop new brands. I manage catalog and image management as well as B2C and B2B sales activities. I support the supply chain team.

At the same time, I work remotely and part-time as a Customer Relations and Sales Manager at the Canadian company **Zenbase**. This allows me to stay up-to-date in the industry sectors that interest me and to continuously develop myself.

I would like to share the areas in which I can be of use to you. Concept and management of e-commerce operations; inventory creation, graphic and image creation, creation of product titles, highlights, and descriptions and SEO compatibility, keyword and competitor analysis, product SWOT and competitor analysis, creation of advertising campaigns, A/B testing, review and analysis of feedback and comments, product development, and reporting. I believe that I can add value to your company in areas such as packaging design or revision, creation of new creative visual works, catalog creation, and B2B and B2C sales.

In addition to my professional experience, I would like to give you insight into my working style and discipline. I am very open to learning and teaching and firmly believe that a company can grow through the exchange of knowledge and experience, as well as good communication. The position I hold is not important to me; my only motivation is to see the successful progress of the process and to be able to develop the business further. Fulfilling my duties in any position where I can support and where I am expected to, is the only thing that increases my job satisfaction. I can always adapt to flexible working hours and schedules. I am aware of my duties and responsibilities. Getting to know new people and cultures, as well as exchanging different experiences in professional and private life, is valuable to me. Respect and belonging to my workplace and my company, as well as ethical working conditions, are indispensable to me.

Thank you and sincerely,

MEHMETCAN KARASAC