



MEHMETCAN KARASAC 29.06.1989



Product Development and E-commerce Specialist - Marketplace Manager - Graphic Designer

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WORK EXPERIENCE

E-Commerce Manager-Customer & Sales Support From November 2024

- Ninu Limited UK - E-commerce and Project Manager (Shopify-Etsy-Amazon-eBay & B2B) (carfurnisher.com) (Turkey)
- ZENBASE Customer Service & Sales Representative (Canada - Part-Time - Remote)
- Yandex Data Entry Specialist (Freelancer)
- Label and Catalog Design for Various Brands (Freelancer)

Product Design, Development & Digital Marketing Operations Responsible Jan 2023 - Nov 2024

- I was responsible for innovative design and concept development, product packaging and catalog design, project management, and B2B online sales within AA BEAUTY & CHEMICALS.
- At ATAPOL TRADE (an AA BEAUTY & CHEMICALS company), I was responsible for official correspondence in tenders with institutions such as UNICEF, IOM, NATO, Save the Children, and UNHCR, and provided support for export processes.

Amazon Training & Consulting - My Own Brand Management March 2020 - June 2022

- Amazon Training and Consulting (One-on-One Private Consulting) - EKVA GROUP (Part-Time)
- Amazon Training and Consulting Company - ASINRADAR (Co-Founder)
- I established and manage e-commerce companies focusing on wholesale and Amazon Private Label in the natural and sustainable products sector under Brandfield Global (Turkey) and Mediterra Anatolia LLC (USA), which includes the development of the "Kirei" private brand (Ongoing).

Previous Work Experience Before Career Change Sep 2008 - March 2020

- Gelecek College - Physical Education and Sports Teacher and Swimming Team Coach
- Mersin Sailing Club Facility Manager (Summer Seasons)
- Espadon Loop Fitness-GYM & SPA Operations Manager
- Universe Sports - GYM & SPA Operations Manager
- Wyndham Grand Kalamış Marina Shape Club - Swimming Instructor - Personal Coach - Shift Supervisor
- Titanic Hotel Gym - Fitness Instructor & Personal Coach
- Myrtle Beach South Carolina Ocean Search and Rescue and Lifeguard (United States)
- Windsurf Instructor - Quiksilver Suadiye Windsurf School
- Hotel Aydınöğlü Summer Camp Swimming Coach & Youth Leader

EDUCATION

Abant İzzet Baysal University - Sports Management and Coaching 2007-2012

(English)

- Major and Minor Honors Student
- Fitness and Swimming Specialization Program
- 3 years of success/achievement in National University Championships

Sakarya University - Physical Education and Pedagogical Formation 2013-2014

Anadolu University - E-commerce and Marketing (Distance Learning Program) 2024-...

LANGUAGE SKILLS

- **Turkish: Native**
- **English: C1 (Advanced)**
- **German: A2 (Elementary)** I hold an A1 certificate, and I am actively continuing my studies with high motivation, demonstrating rapid progress.

DRIVER'S LICENSE

- **Class A-A2-B**

SOFTWARE

- **Adobe InDesign**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Microsoft Office**
- **Midjourney, Adobe Firefly, Chat GPT Pro, Google AI**
- **Canva Pro**
- **E-Commerce Interface and Softwares (Shopify, Amazon, eBay, Etsy, Alibaba, Helium 10, Keepa, eGrow, Seller Sprite, Jungle Scout)**

E-COMMERCE

- Product, trend, and competitor analysis across all German and global marketplaces.
- Product SWOT analysis.
- Creation and updating of product listings, catalogs, and store pages.
- Detailed development of titles, bullet points, content, and descriptions optimized for SEO and algorithms.
- Creation of Brand Story, A+, A+ Premium content, visual design, and professional brand storefronts.
- Developing effective advertising campaigns and performing efficient keyword analysis.
- A/B testing, analysis, and reporting.
- Customer relationship management (CRM) before and after product sales.
- Reviewing comments/feedback, reporting, and implementing improvements.

BRAND/PRODUCT DESIGN AND DEVELOPMENT

- Creation or development of existing or new brands/products for e-commerce.
- Project planning for new products and competitor analysis following strategic market analysis.
- Development of product groups or families (Variant segmentation).
- Brand or product name and story creation.
- Determination of detailed brand or product content and distinctive features.
- Photography and video production.
- Creation of marketing campaigns (Advertising, pricing, visual design).

PACKAGING-LABEL & CATALOG DESIGN

- Creating sample visuals in a digital environment.
- Prototyping and innovative product design.
- Product label design.
- Packaging design.
- Catalog and e-catalog design.

SALES-MARKETING & OTHER SKILLS

- Customer and supplier relations.
- Basic import and export processes.
- Research and reporting on countries' customs laws and regulations.
- Conducting negotiations with customers on behalf of wholesale or Private Label.
- Project creation and tracking.
- Web design.
- InDesign Catalog/Brochure design.
- Canva and Adobe Express designs for social media posts.