

DIDEM CANALP

Istanbul, Turkey | +90 534 395 94 60 | didemcanalp@gmail.com | May 15, 1997

HONORS

High Honor Student at METU (2020)

3.80/4.00

Ranked 3rd among 168 students

Ranked 3714th in Nationwide University Exam among ~2 million students (2015)

Ranked 1st in Dr. Binnaz-Ridvan Ege Anatolian High School among 200 elected students (2015)

SKILLS

Strategy, Data Analysis, Project Management, Business Modeling, Leadership, Machine Learning

TECHNICAL SKILLS

SQL, Python, Google Ads, Looker, Power BI, SPSS, GAMS, MS Office Tools

LANGUAGES

Turkish
Native Proficiency

English
Full Professional Proficiency
IELTS: 8.0

German
Elementary Proficiency

Italian
Elementary Proficiency

EDUCATION

Middle East Technical University, Ankara (Turkey) **2015-2020**

BS, Industrial Engineering
CGPA: 3.80 / 4.00

Middle East Technical University, Ankara (Turkey) **2017-2020**

Minor, General Management
CGPA: 3.80 / 4.00

University of Groningen, Groningen (Netherlands) **February 2018 - July 2018**

ERASMUS Exchange Program, Industrial Engineering and Management

Dr. Binnaz-Ridvan Ege Anatolian High School, Ankara (Turkey) **2011-2015**

96.64/100.00

WORK EXPERIENCE

Trendyol Group, Istanbul (Turkey) **October 2024 – Current**

Senior Category Intelligence & Planning Specialist

- Managing Consumer Electronics (10% of Trendyol's GMV) category across TR (Previously managed Home Electronics category ~10% GMV). Making monthly sales forecasts, determining promotion strategy and budget allocation while collaborating with Category, Growth, and Marketplace teams to achieve monthly and annual sales targets.
- Leading weekly trading meetings to identify performance issues, root causes, and growth opportunities within core commerce in the light of market trends insights.
- Analyzing marketing data such as views, conversions, basket size, and search trends to provide strategic direction to the category team.
- Working on several seller engagement, pricing and customer loyalty projects as well as Trendyol Marketing Services project. Monitoring advertising expenditures and ROAS of seller segments across multiple non-fashion categories through various assets (product ads, influencer affiliate etc.)

Armut / HomeRun, Istanbul (Turkey) **September 2020 – September 2024**

Senior Category Strategy Manager **July 2023 – September 2024**

In addition to the previous responsibilities, kicked off Elite Pro Program from ideation to the execution working with cross-functional teams to provide more value to the high spender pros and maximize ROI.

Category Strategy Manager **February 2022 - July 2023**

Expanded role to manage Wellness, Events, and Digital Services categories in 14 countries (12% of revenue) after the merger with ProntoPro, an Italian service marketplace company.

- Participating in Post-Merger Integration (PMI) projects.
- International strategy definition and execution
- Leading cross-functional projects to drive business growth
- Managing direct reports and conducting managerial activities, such as interviewing job candidates, mentoring, and onboarding new team members.

Associate Category Strategy Manager **September 2020 – February 2022**

- Managed Home Improvement categories (65% of Armut's GMV) in 6 countries (Turkey, Romania, United Kingdom, Saudi Arabia, Poland, and Hungary) owning category P&L, customer experience, marketplace liquidity, and monetization.
- Oversaw business growth, improved pricing and matching algorithms, and enhanced customer/provider experience using data analytics tools (SQL, Python, machine learning and BI tools).
- Led strategic business initiatives, worked cross-functionally with various teams, and sought out M&A and partnership opportunities for business growth.
- Created and presented management reports to C-level executives on a quarterly basis.

AppNava, Ankara (Turkey) **February 2020 - June 2020**

Growth Hacker

- Developed growth strategies for new international mobile game markets.
- Conducted market research and competitor analysis for Israel mobile game ecosystem.

INTERESTS

Travelling: Experienced different cultures in more than 10 countries

Hobbies: Tennis, yoga, volleyball, dance, books & movies

- Targeted potential customers and reached out to them for new business opportunities.
 - Took part in sales and client management activities, reporting to co-founders.
- Eaton Corporation**, Ankara (Turkey) **October 2019 - June 2020**
Systems Design Project Member
- Design of an internal logistics decision support system for Sincan, Ankara factory with a team of five.
- Middle East Technical University**, Ankara (Turkey). **October 2019 - January 2020**
Student Teaching Assistant
- Assisted the course of IE347-Engineering Economy.
- HAVELSAN**, Ankara (Turkey) **August 2019 - September 2019**
Human Resources Training Intern
- Organization of “Junior Hackathon” for special talented high school students in collaboration with the Ministry of Education.
- Garanti BBVA Payment Systems Inc.**, Istanbul (Turkey) **July 2019 - August 2019**
Acquiring Services Portfolio Management Intern
- In the scope of merchant life-cycle management, took part in a customer retention project
- Analyzed the root causes of cancellation requests of POS devices.
 - Segmented the customers according to their responses to the win-back offers and worked on several rule-sets to offer strategic price changes to the customers.
- Additionally, worked on a project which aims to research new generation payment experiences to develop suggestions for the company. Presented the ideas to the board of management.
- Middle East Technical University**, Ankara (Turkey) **October 2018 - January 2019**
Student Teaching Assistant
- Assisted the course of IE333-Work Systems Analysis and Design.
- Yapı Kredi Bank Headquarter**, Istanbul (Turkey) **August 2018 - September 2018**
Marketing Analytics and Optimization Intern
- Took part in different CRM projects such as next best action model for mobile banking customers, platinum customer segmentation, GPL pricing optimization and RM budget optimization projects. Also, worked at Mass Segment Management department.
- TAI (Turkish Aerospace Industries)**, Ankara (Turkey) **June 2017- August 2017**
Production Intern
- Worked at Prototype Production department. Contributed to the improvement project of product follow-up system for T625 Multirole Helicopter, participated in procurement processes and carried out time studies for the assembly of helicopters.

CERTIFICATES & ACHIEVEMENTS

- Finalist, Büyük Kulüp 32nd Masters Tennis Tournament Women’s Singles, *Istanbul (Turkey)* **October 2025**
- Certificate of Assistant Tennis Coach by Turkish Tennis Federation, *Izmir (Turkey)* **August 2025**
- Certificate of Forward Program by McKinsey & Company, *Istanbul (Turkey)* **June 2022**
- Certificate of Microsoft Azure Machine Learning by BilgeAdam Teknoloji, *Istanbul (Turkey)* **November 2021**
- Certificate of Business Intelligence & Analytics by Bogazici University, *Istanbul (Turkey)* **April 2021**
- Certificate of Project Management Essentials by FranklinCovey, *Istanbul (Turkey)* **July 2019**
- Certificate of Presentation Techniques by Dialog Anlatim Iletisim, *Istanbul (Turkey)* **July 2019**