

MUSTAFA EKINCI

New York / +1 2013708878 / ekinci.mstf@gmail.com / [linkedin.com/in/mustafaekinci7](https://www.linkedin.com/in/mustafaekinci7) / github.com/mustafaekinci7 / ekinci.io

SUMMARY

Passionate data analyst and marketing leader with a proven track record of scaling digital solutions and driving data-driven growth strategies. As Chief Marketing Officer at Taptoweb, I lead global efforts to enhance brand awareness and customer acquisition in 175+ countries, targeting diverse industries and leveraging market insights to achieve a significant return on investment (ROI). Through innovative campaigns and strategic partnerships, I empower brands and SMBs to embrace digital transformation, consistently delivering measurable revenue and subscriber growth.

PROFESSIONAL EXPERIENCE

Taptoweb Corporation; Chief Marketing Officer

Oct 2024 – Present

- Lead global marketing efforts to scale Easyapp, driving brand awareness and customer acquisition in 175+ countries.
- Implement data-driven growth strategies and community-building initiatives to enhance user engagement.
- Spearhead digital campaigns across diverse industries, leveraging market insights to target SMBs and maximize ROI.
- Establish strategic partnerships and optimize marketing performance to achieve significant revenue growth and active subscriber milestones.

Taptoweb Corporation; Head of Growth

Oct 2024 – Dec 2024

Steel Foreign Trade Association; Data Analyst

Aug 2018 – Aug 2022

- Analyzed international trade databases using SQL for regions and countries, identifying 10,000+ potential importers in 50+ countries. Our 4-year research increased our member's potential customers abroad by 24%.
- Researched production, consumption, trade data and statistics for 100+ countries, creating competitive intelligence reports. Organized data-driven B2B meetings for 150+ exporters, boosting export quantities.
- Utilized business analysis and data analysis skills to collaborate with the member's board of directors and teams to turn data findings into strategies. Ensured data accuracy through validation, aiding effective decision-making and strategic planning.

Maden Construction Inc.; Sales Manager

Jun 2016 – Aug 2018

- Exercised cross-functional team leadership in managing the department for the establishment and improvement of sales processes, overseeing team management for the annual sales and budget plan.
- Boosted team productivity by setting weekly, monthly, and annual goals, and tracked progress through regular meetings. Consistently triggered revenue growth, achieving 20% sales growth for two consecutive years.

Kuveyt Turk Participation Bank; Commercial Sales Specialist

Mar 2013 – Feb 2015

- Maximized sales of banking products to commercial customers with an annual turnover of \$3 million or more and managed the portfolio.
- Ranked in the top 5 among 431 branches in the country, two years in a row, according to efficiency score and sales volume.

Ekinçiler Iron and Steel Industries Inc.; Purchasing Intern

Jun 2008 – Sep 2008

- Created reports and dashboards to visualize purchasing performance and supplier metrics, aiding in decision-making processes.

EDUCATION

Baruch College, Master of Science in Business Analytics, GPA: 3.5/4.0; New York

Aug 2022 – May 2024

- Concentration in Data Analytics

Istanbul Commerce University, Master of Arts in International Trade, GPA: 3.6/4.0; Istanbul

Sep 2018 – May 2020

- Published first master's thesis of Turkey, which researched the possible contributions of Blockchain technology to Turkey's international trade.

Istanbul University, Bachelor of Arts in Economics; Istanbul

Sep 2007 – May 2012

- President in Young Entrepreneurs Club and most active club award two years in a row.

SKILLS & LANGUAGES

Programming: Python, R, SQL, Tableau, Microsoft Power BI, SAS, MS Office (Excel, PowerPoint, Word), Jira

Languages: English, Turkish