

UMUT BASOGLU

E-commerce & B2B Growth | AI & Automation | Digital Products

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PROFILE

Hands-on growth and business development professional with experience across **e-commerce, paid acquisition, B2B sales, digital products and AI automation**. Managed Shopify and Etsy operations for a US e-commerce business (~\$100K/month Shopify revenue), worked on technical and financial proposals for €1M-€5M communications projects, and built an AI-enabled digital commerce service for restaurants. Comfortable owning work from research and outreach through execution, measurement and client communication.

EXPERIENCE

Founder & B2B Growth / AI Product Builder | QRWerk 04/2026 - Present | Remote / Germany market

- Built and launched a digital commerce solution for restaurants combining premium websites, online ordering and table reservation systems.
- Own product development, AI-assisted workflows, website delivery, Meta/Google acquisition, lead generation, cold outreach, demos and customer relationships.
- Build automation for prospect research and outreach; use AI tools to accelerate product, marketing and content workflows.

E-commerce Account Manager | Sam's DTF Transfers 08/2025 - Present | Remote - US company

- Manage Shopify and Etsy operations for a US e-commerce business, including product listings, SEO, keyword research and competitive analysis.
- Work across a Shopify business generating approximately \$100K/month, monitoring CTR, conversion rate and revenue to improve commercial performance.
- Support product opportunity research, listing optimization and performance-driven marketing decisions for print-on-demand products.

International PR & Strategy Specialist | MC Group 10/2023 - 10/2024 | Berlin, Germany

- Worked on technical and financial proposals for major European clients and communications campaigns valued at approximately €1M-€5M annually.
- Prepared commercial materials, stakeholder briefings and competitive analyses, supporting market-entry and campaign planning across DACH markets.
- Worked across internal teams, clients and partner agencies in international, deadline-driven environments.

Working Student - Academic Grants & Research Support | Bilgi Technology Transfer Office 09/2019 - 08/2020 | İstanbul, Türkiye

- Supported 10+ faculty members with grant research, proposal preparation and coordination with external funding bodies.

CORE SKILLS

Growth & Sales: B2B prospecting, cold email, calling, demos, follow-up, partnerships, client communication, pipeline ownership

E-commerce: Shopify, Etsy, product/listing optimization, SEO, competitive research, print-on-demand, conversion analysis

Paid & Content: Meta Ads, Google Ads, creative testing, CTR/CPC/CPM analysis, landing pages, content strategy

AI & Automation: Claude, Gemini, n8n, Zapier/Make, AI-assisted development, agents, workflow automation, rapid prototyping

Tools: Google Analytics, SEMrush, Ahrefs, Screaming Frog, Excel/Sheets, GitHub, Cloudflare, Supabase

EDUCATION

- Hochschule Furtwangen University - M.A. International Relations (2023-2025) | Thesis: Consumer Awareness and Big Tech Monopolistic Practices
- Istanbul Bilgi University - B.A. International Relations, 100% Merit Scholarship (2018-2022)
- Ludwig Maximilian University of Munich - B.A. Political Science, Exchange Program (2021)

LANGUAGES

- Turkish - Native | English - C1 / IELTS 7.5 | German - B1