

OZLEM TONBUL

AI & Data Intelligence | Decision Intelligence & AI Agent Systems
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CAREER HIGHLIGHTS

- 3+ years of experience across **e-commerce, analytics, Business Intelligence and operations**, with a current specialisation in **AI & Data Intelligence, AI Agents and decision-support systems**.
- Designed and developed two production-oriented **AI Decision Intelligence platforms** **Ads Budget Intelligence and SEO & GEO Intelligence** combining **live data APIs, Machine Learning, multi-horizon forecasting, LLMs, RAG, SHAP explainability, recommendation engines and human-in-the-loop governance**.
- Built the **Ads Budget Intelligence AI Agent** using 3+ years of Google Ads data **94K+ records across 37 campaigns and 65 ad groups, covering 21M+ impressions and 3.2M+ clicks** for forecasting, campaign intelligence, scenario simulation and budget decision support.
- Built the **SEO & GEO Decision Intelligence AI Agent** using 16+ months of Google Search Console data **12.9M+ impressions and 837K+ clicks** for organic performance forecasting, opportunity intelligence, technical/content analysis and AI-assisted decision support.
- Developed ML architectures using **XGBoost, LightGBM and Random Forest**, with chronological validation, baseline guardrails, model benchmarking, target-specific routing and multi-horizon forecasts across **7, 14, 30, 90, 180 and 365 days**.
- Implemented **SHAP explainability, Multi-LLM integration, grounded RAG workflows, deterministic fallbacks and human-governed Decision Memory** to make AI recommendations traceable and operationally safer.
- Built **Python, SQL, PostgreSQL, Power BI and Streamlit** analytics architectures with semantic reporting layers, Docker-based environments, automated QA and production-oriented scheduling workflows.
- Combines AI/Data engineering with **business systems analysis, SRS documentation, user stories, acceptance criteria, QA/UAT planning and international SaaS project coordination**.

KEY AREAS OF EXPERTISE

- AI Agent Development & Decision Intelligence
- Machine Learning & Predictive Analytics
- LLM Applications, Multi-LLM & Grounded RAG
- Forecasting, Scenario Simulation & Optimisation
- Explainable AI, SHAP & Model Governance
- Python, SQL & Analytics Engineering
- Live API Integration & Data Pipelines
- Power BI, SEO, GEO & Advertising Intelligence

TECHNICAL SKILLS

- **Languages & Data:** Python, SQL, Pandas, NumPy
- **Machine Learning:** Scikit-learn, XGBoost, LightGBM, Random Forest, Feature Engineering, Predictive Modelling, Multi-Horizon Forecasting, Model Benchmarking, Chronological Validation, MAE/RMSE/R² Evaluation
- **AI & LLM:** AI Agent Development, Agentic Systems, Multi-LLM Integration, Anthropic Claude, OpenAI GPT, Google Gemini, Retrieval-Augmented Generation (RAG), Semantic Retrieval, Prompt Engineering, Grounded AI Recommendations
- **Explainable & Decision AI:** SHAP, Explainable AI, Champion Model Routing, Baseline Guardrails, Scenario Simulation, Recommendation Engines, Risk & Opportunity Intelligence, Human-in-the-Loop Decision Memory
- **BI & Applications:** Power BI, Semantic Data Modelling, Streamlit, Microsoft Excel, Jupyter Notebook
- **Databases & Engineering Tools:** PostgreSQL, pgvector architecture, Docker, Docker Compose, Git, GitHub, GitHub Actions, VS Code
- **APIs & Data Engineering:** Google Ads API, Google Search Console API, GA4 Data API, REST APIs, FastAPI, ETL/Data Pipelines, Scheduled Workflows
- **Business & Systems Analysis:** SRS, Functional Requirements, User Stories, Acceptance Criteria, Role-Based Workflows, KPI Design, UAT, Functional Testing, QA Planning, Agile/Scrum

PROFESSIONAL EXPERIENCE

E-commerce Specialist & SEO Analyst | Data, BI & AI Automation | Aug 2023 – Present

Vicco | Istanbul, Turkey | On-site, E-commerce Operations

- Designed and developed two end-to-end **AI Decision Intelligence platforms** — **Ads Budget Intelligence and SEO & GEO Intelligence** — combining **live APIs, Machine Learning, multi-horizon forecasting, LLMs, RAG, SHAP explainability, recommendation engines and human-in-the-loop governance**; validated through **593 full-system automated tests across ADS and SEO**.
- Built the **Ads Budget Intelligence AI Agent** using **3+ years of Google Ads data — 94K+ records across 37 campaigns and 65 ad groups, covering 21M+ impressions and 3.2M+ clicks** — for campaign intelligence, forecasting, budget scenario simulation and explainable decision support.
- Implemented **multi-model ML forecasting using XGBoost, LightGBM and Random Forest**, including feature engineering, chronological validation, **MAE/RMSE/R² evaluation, baseline guardrails and target-specific model routing** across **7, 14, 30, 90, 180 and 365-day horizons**.
- Built the **SEO & GEO Decision Intelligence AI Agent** using **16+ months of Google Search Console data — 12.9M+ impressions and 837K+ clicks** — integrating organic performance forecasting, SEO opportunity intelligence, technical/content analysis and AI-assisted recommendations.
- Implemented **Multi-LLM integration, grounded RAG, SHAP explainability and human-in-the-loop Decision Memory**, supporting traceable recommendations through the lifecycle **PROPOSED → APPROVED/REJECTED → APPLIED → OUTCOME_MEASURED**.
- Built production-oriented **Python, SQL, PostgreSQL, Power BI and Streamlit** analytics workflows integrating **Google Ads, GA4 and Google Search Console data**, with semantic reporting layers, Docker-based environments, automated QA and scheduled execution support.
- Drove substantial organic search growth through data-driven SEO analysis and optimisation, achieving **+81.1% growth in total ranking keywords, +180.1% in Top-3 keywords and +171.7% in Top-10 keywords**, while also developing SKU-level stock health analysis across **1,000+ active SKUs**.

Business-Technical Analyst | International SaaS Projects | Jan 2026 – Present

CollegeCornerstone, Freedom House & SMHS | Remote, Canada-Based SaaS Projects | Reference Letter Available

- Serve in a **Business-Technical** role across Canada-based SaaS initiatives, bridging business requirements, technical delivery, QA/UAT and stakeholder coordination.
- Lead requirements analysis and produce **SRS documentation, functional requirements, workflows, user stories and acceptance criteria** across multi-role platforms.
- Work with the project owner, coordinator and lead developer to identify requirement gaps, validate functionality and support structured **QA, UAT and market-readiness** activities.
- Support business-side planning for funding-related initiatives, including **Freedom House and SMHS**, while contributing to KPI structures, implementation documentation and financial reporting readiness.

Operations Data & Reporting | International Project | Oct 2025 – Jan 2026

MindArk.ai | Remote, United States | CEO-Signed Reference Letter Available

- Automated operational data preparation for Denmark-region datasets using **Python, Pandas and NumPy**, improving analysis turnaround for regional performance reporting.
- Cleaned, transformed and validated operational datasets used for **KPI aggregation and onboarding workflow analysis**, improving reporting consistency and data quality.
- Applied KPI aggregation and workflow calculations to identify operational efficiency insights and improve regional performance visibility.
- Built **Power BI dashboards** for regional operational KPIs, supporting management visibility and data-driven process optimisation.

Performance Data Specialist – Inventory & ERP Reporting | Dec 2022 – Jul 2023

Abluka | Istanbul, Turkey | Hybrid / International Client Projects

- Analysed inventory performance across **2,000+ active SKUs** using Nebim ERP and Shopify, identifying slow- and fast-moving stock trends to support purchasing and allocation decisions.
- Segmented SKUs by **movement speed, stock risk and replenishment priority**, helping purchasing teams identify inventory priorities and reduce dead-stock exposure.
- Developed structured **stock monitoring and replenishment reports**, improving ERP data visibility across purchasing, commercial and warehouse teams.
- Improved the structure and consistency of ERP-based inventory reporting, supporting more reliable stock control and reconciliation processes.

Operations & Reporting Assistant | Dec 2021 – Sep 2022

Visiosoft A.Ş. | Istanbul, Turkey

- Supported daily **operational reporting and performance monitoring**, improving management visibility across key business functions.
- Designed and maintained structured **KPI tracking reports and recurring performance-monitoring workflows**, supporting more consistent data-driven operational decisions.
- Documented business workflows and reporting processes across departments, improving **process consistency, data reliability and cross-functional reporting alignment**.
- Supported cross-functional teams with analytical reporting and data preparation, building the foundation for progression into **data analytics, BI and automation-focused roles**.

EDUCATION

BSc International Trade | Duzce University | 2017 – 2021

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Google Data Analytics Professional Certificate** — Google, 2025
- **Data Science & Operational Analytics (Python & Power BI)** — Europe Coding School, 2025
- **Business Analysis & Project Management** — Europe Coding School, 2025
- **Microsoft Excel for Data Analysis & Operational Reporting** — Microsoft, 2025
- **Introduction to Data Analytics** — IBM, 2025
- **SAP ERP MM & SD Modules (Warehouse & Logistics Training)** — Europe Coding School, 2021

LANGUAGES

- English – B2 (Upper-Intermediate)
- Turkish – Native