

Selin Aksoy

BUSINESS / DATA ANALYTICS · PRODUCT / DIGITAL TRANSFORMATION

Cardiff, UK · Open to relocation · [LinkedIn profile](#)

PROFILE

Industrial Engineer and MSc International Management candidate who turns messy operational problems into structured, evidence-backed decisions. Builds analytical models and automation workflows, then organises people and outputs into usable delivery. Targeting graduate roles in business/data analytics and product/digital transformation.

PROFESSIONAL EXPERIENCE

Digital Transformation Intern | Şişecam

1–29 Jul 2024

Tuzla, İstanbul, Türkiye

- Prepared and presented a 19-page cross-company benchmark covering digital-transformation strategies, initiatives, enabling technologies and business problems.
- Built and demonstrated an Excel/VBA workflow that standardised inconsistent product names, handled null values and populated existing templates from externally sourced data.

Summer Fest Production Intern | Coca-Cola İçecek (CCI)

3 Jul–29 Aug 2023

Ankara, Türkiye

- Restructured an outdated lubrication reference into a photo-linked Excel resource covering production areas, lubrication points, products and intervals.
- Redesigned a visual EKED/LOTO field instruction that was implemented at the factory; also contributed to group forklift–pedestrian safety prioritisation using solution mapping and a Python scoring tool.

HR & Marketing Intern | Sport Center Academy

May–Jul 2024

Supported competency-based interview preparation, performance reporting and the organisation of HR and marketing information.

SELECTED PROJECTS

Workforce Scheduling Under Uncertainty | Memorial Healthcare Group × Bilkent

2024–2025

Seven-person Industrial Engineering capstone

- Developed the nurse MILP/Python model and patient-services staff scheduling model, translating coverage, qualification, leave, rest, working-hour and soft-constraint rules into decision logic.
- Derived objective weights from six months of supplied schedules. Under matched leave conditions, the model comparison reported 42.31% lower night-shift deviation, 51.92% lower weekend-shift deviation and 57.69% lower monthly average overtime.
- Stress-tested feasibility and small-instance optimality, then coordinated task ownership, consolidated the report and presentation, and presented the integrated team deliverable.

Market Entry & Outreach Strategy | X-Culture / Unihelper.io

2025

Coordinated a five-person multi-country team, consolidated the final narrative and created the report's complete visual system, layout and graphics.

Culturally Credible Market Entry in Japan | Cardiff Live Business Project

2026 — in progress

Structured the research question and drafted the literature review and methodology; awaiting supervisor feedback before evidence analysis and recommendations.

EDUCATION

MSc International Management | Cardiff University

Sep 2025–Sep 2026 (expected)

Cardiff, United Kingdom

BSc Industrial Engineering | Bilkent University

Sep 2021–Jun 2025

Ankara, Türkiye · Operations research, statistics, simulation and decision analysis

CAPABILITIES

Analysis — Python · PuLP/MILP · optimisation · stress testing · Excel/VBA · data-quality controls · SQL

Delivery — Problem structuring · task coordination · report integration · research synthesis · stakeholder presentation

Languages — Turkish (native) · English (fluent; IELTS 7.5) · Spanish (basic; DELE)