Amir Maya

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EDUCATION

BILGI UNIVERSITY — Istanbul, Turkey
Faculty of Economics and Administrative Sciences, Economics-English, 50% ÖSYM Scholarship — *Jun 2019*

Hisar School — Istanbul, Turkey
Turkish/Mathematics — *Jun 2014*

EXPERIENCE

AMAZON TR — **Istanbul, Turkey**
3P Marketplace, Marketplace Consultant – Softlines — ***May 2024 – Present***

- Progressed from Direct Seller Recruitment (2024) to Existing Seller Management (2025, 70+ sellers) to Strategic Account Services (2026, 15 sellers); today manage 8 of the top 10 Softlines sellers in Amazon Turkey.
- Grew the 15-account strategic portfolio to $13.1M YTD 2026 (+88% YoY), 38% of category sales and the strongest growth in a team of 17 account managers, through selection, advertising, fulfilment, pricing and campaign levers; tripled portfolio ad spend year over year and lifted Amazon-fulfilled share of sales from 52% to 77%.
- Built Oculus, an AI-powered seller analytics and account management platform and scaled it across Amazon Turkey's 12K managed sellers and 117 account managers in every product category. Own the full stack: serverless AWS data pipelines, over 20 daily data sources, a React interface, a rules engine that generates prioritised seller actions, and an Amazon Bedrock assistant that reasons over daily seller metrics to explain performance changes and surface growth opportunities.
- Built Python tools that scrape competitor marketplace data at scale (147K+ sellers, 30+ attributes each), now the basis for category planning and quarterly prioritization; two internal analytics teams adopted the method as their standard in a VP-tracked program after hands-on trainings.

HYPE-MERCH - https://www.hype-merch.com — **Istanbul, Turkey**
Co-Founder - Product Owner — ***June 2020 – March 2024***

- Built and scaled https://www.hype-merch.com, an e-commerce marketplace from 0 to $3.1M GMV and 2,000+ active sellers, owning product strategy and platform development end-to-end.
- Defined product roadmap and led development of the marketplace across web and mobile, working closely with engineers to launch and scale core platform features.
- Designed and launched core marketplace product and backend systems, including listing management, seller dashboards, payment distribution, shipping operations, and API integrations, improving platform scalability and operational efficiency.
- Improved conversion, operational efficiency, and platform scalability by building onboarding UX, internal automation tools, and seller-facing product infrastructure.
- Launched and scaled the mobile app in 2023, maintaining Top 100 to Top 200 ranking in the Apple App Store Shopping category throughout 2023–2024, demonstrating strong product-market fit and user adoption.

DELOITTE — **Istanbul, Turkey**
Audit Assistant — ***October 2019 – March 2020***

- Conducted audit procedures across multiple client engagements, reviewing financial statements, journal entries, and internal controls to ensure accuracy and compliance.
- Evaluated financial and operational processes for companies across diverse industries, including telecommunications, retail, manufacturing, packaging, and automotive services.
- Collaborated with client finance and operations teams to assess financial systems, identify risks, and support audit delivery.

CERTIFICATES

- Programming for Everybody (Getting Started with Python) - University of Michigan (2019)
- Python Data Structures - University of Michigan (2019)
- Using Python to Access Web Data - University of Michigan (2019)
- Using Databases with Python - University of Michigan (2019)
- Introduction to Git and Github – Google (2020)
- MongoDB Basics - MongoDB University (2020)

Languages: Turkish (Native), English (Native), Hebrew (Intermediate), Spanish (Beginner)
Interests: Tech and digital ecosystems, financial markets, stock market and cryptocurrency investments, competitive team sports