

Sami Salkini

Business Operations | E-commerce | Automation

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Business operations professional with an electrical and electronics engineering background and hands-on experience building international e-commerce businesses. Connects people, processes and technology across automation, analytics, business development and customer operations.

PROFESSIONAL EXPERIENCE

Founder & E-commerce Operations Lead

Entradi Digital / Eterik | International e-commerce | Mar 2024 - Aug 2026

- Managed end-to-end operations across international markets, including pricing, suppliers, fulfillment and customer operations.
- Automated order processing and workflows using Make.com, Airtable, APIs and AI tools, reducing manual work by approximately 60%.
- Led a platform migration to Shopify and coordinated international fulfillment and shipment tracking.
- Built GA4 dashboards and analyzed funnels, product performance and customer behavior to support business decisions.
- Generated \$500K+ in international sales and 40M+ organic social media views; grew an audience to 70K+ followers without paid advertising.

Business Development Specialist

Yollando | Istanbul, Türkiye | Oct 2022 - Mar 2024

- Managed the B2B sales cycle for international shipping services and coordinated cross-border client relationships.

Business Development Specialist

UniHelper | UK-based company / Remote | Aug 2021 - Jul 2022

- Acquired clients and managed relationships across international student markets.

Customer Service Representative

TELUS International for Zara Online | Istanbul | Jul 2019 - Jun 2021

- Provided e-commerce customer support in Arabic, English and Turkish.

Development Engineer Intern

Kenso Solutions | Spain | Aug 2018 - Jan 2019

- Contributed to an IoT-enabled smart water-flow control system.

EDUCATION

HTW Berlin | Master of Business Administration and Engineering

Smart Business Models and Production Systems | Enrolled; program begins October 2026

Istanbul Aydın University | BSc Electrical and Electronics Engineering

Sep 2014 - Jan 2019 | English-taught program | GPA 3.15/4.00

SKILLS

Operations: E-commerce operations, international fulfillment, B2B sales, customer relationships

Automation & AI: Make.com, Airtable, API integrations, OpenAI API, Chatwoot

Analytics & development: Shopify, GA4, dashboards, funnel analysis, SEO, Python, JavaScript

CERTIFICATIONS & LANGUAGES

Meta: Front-End Developer Specialization (Jan 2024)

IBM: Data Science Methodology; Python for Data Science, AI & Development (Sep 2022)

Languages: Arabic: native | English & Turkish: full professional proficiency | German: elementary