SILA KAYA

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EDUCATION

Tetr College of Business | **BSc (Hons) Business Management & Technology** *2024 - May 2028*

CGPA: **3.44/4.00** | Merit Scholarship, Top 1% of Cohort

- Building **7 businesses across 9 countries**: UAE (Dropshipping), India (D2C Brand), Singapore & Malaysia (Crowdfunding), Ghana (NGO), China (SaaS), will build in Argentina, Spain, and the UK.
- **Co-founder & Vice President** of Tetr Consulting & Finance Club; partner with WSO (Wall Street Oasis).

Fudan University, School of Management | Global Business Exchange Program *Shanghai, China | 2026*

National University of Singapore (NUS) | Executive Education *Singapore | 2025*

IIT Delhi | (FIIT) International Business Program *New Delhi, India | 2025*

Languages | Turkish (Native) | English (C2) | German (B1) | Spanish (A2) | Mandarin (A1)

PROFESSIONAL EXPERIENCE

FishList | **Finance & Growth Strategy Intern** *Singapore | Sep 2025 - Nov 2025*

- Contributed to **3× revenue growth in 3 months**, by developing **Excel & Data KPI dashboards** tracking CAC, LTV, payback period, and ROAS; optimized Meta & Google Ads funnels, increasing **ROAS from 1.8× to 2.5×** and reducing **CAC by 18%**.
- Built **DCF valuation models, financial forecasts, and market sizing (TAM, SAM, SOM)** for fundraising, analyzing cash flows, COGS, churn, seasonality, and unit economics to inform **pricing, marketing-spend decisions, and investor pitch materials**.

Hera Astra | **Co-Founder** *India | Jan 2025 - Jan 2026*

- Identified a market gap through **~100** customer interviews, competitor analysis, and willingness-to-pay testing; led product, pricing, sales, and operations from concept to **300+** customers in 2 months.
- Generated **$1,297.95 in launch-day revenue** at **~84%** gross and **~60%** net margin; renegotiated supplier terms to reduce **MOQ by 50%** and drove **50K+** organic reach in one week through **UGC campaigns with 8-10%** engagement.

Necesera | **Digital Consultant Intern** *Gurgaon, India | Mar 2025 - Apr 2025*

- Analyzed **website funnels, user journeys, and 10+ D2C competitors** across UX, content, product, and brand positioning to identify conversation drop-offs and redesign e-commerce flows.
- Recommended **UX, CTA, and conversion-flow improvements** that increased add-to-cart sessions **by 11% and checkouts by 4%**; developed influencer ROI models across reach, engagement, CAC, conversions and revenue.

Nas Daily | **Project Assistant Intern** *Dubai | Oct 2024 - Feb 2025*

- Managed **pre- and post-campaign deliverables, client presentations, and project coordination** across Singapore and Dubai teams for a **68M+ follower global media platform.**
- Supported **India market entry** by independently sourcing and engaging **10+ local agencies and partners**, conducting market research, and coordinating partnership discussions with Singapore HQ.

Rodoplu Store | **E-commerce Specialist** *Istanbul, Turkey | Jul 2024 - Sep 2024*

- Managed **100+ SKUs across Amazon, Trendyol, Hepsiburada & n11** within 4-person team, covering inventory, pricing, SEO, listings, and marketplace performance; contributed **~2× revenue growth in 2 months**.
- Increased **CTR by 25% and conversion rate by 12%** through SEO and listing optimization while supporting **Google, Meta & marketplace advertising** and the transition from marketplaces to Shopify to reduce commission costs.

VOLUNTEERING

Savannah | **Nonprofit Youth Employment Initiative** | **Co-Founder** *Accra, Ghana | Jan 2026 - Present*

- Co-founded an employment-readiness initiative supporting **200+ youth across 5+ orphanage partners**, developing a 10-module curriculum and 14 assessments across CV preparation, interviews, communication, digital skills, and job search.
- Secured **15+ employment partners** to review candidates, conduct interviews, and offer roles; delivered **60+ 1:1 mentoring sessions**, contributing to **~10 participants securing employment**.