

# Emir Togay

📞 Phone number: (+48) 784958290 ✉ Email address: [emirtogay@gmail.com](mailto:emirtogay@gmail.com)

📍 Home: 02-148 Warszawa (Poland)

## WORK EXPERIENCE

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### E-Commerce Intern - CEE Headquarters

**LACOSTE** [ 01/07/2024 – Current ]

City: Warsaw | Country: Poland

- **Sales Analytics & Reporting:** Preparing comprehensive daily, monthly, and yearly sales, traffic and returns reports, utilizing key metrics from Comarch, Google Analytics, and Emarsys to inform business strategies and support ongoing performance improvements across regional markets.
- **Managing and Optimizing Website Operations:** Managing Lacoste and Gant E-commerce platforms across Central Eastern Europe (Poland, Czech Republic, Hungary, Slovakia), enhancing site functionality, user navigation, and targeted collections to drive customer engagement and conversion.
- **Algorithm Development & Navigation:** Developing and implementing sorting algorithms, intuitive navigations, and customized collections, improving the online shopping experience and supporting market-specific goals.
- **Product Information Management:** Ensuring product data consistency and accuracy across sites, coordinating updates to align with inventory and marketing campaigns for effective merchandising.
- **Quality Assurance & Testing:** Conducting test orders and performing quality checks to ensure smooth website operation, identifying and resolving issues to maintain high standards of user satisfaction.

## EDUCATION AND TRAINING

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### Information Management Bachelor's Degree (In Polish)

*Polish-Japanese Academy of Information Technology* [ 2023 – Current ]

### Computer Science Bachelor's Degree

*Warsaw University of Technology* [ 2021 – 2022 ]

## PROJECTS

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[ 15/04/2024 – Current ]

### Event Organizer, Erasmus Student Network PJATK (ESN PJATK)

- Collaborate in a dynamic team to enrich exchange experiences for international students in a leading global organization.
- Partner with universities and student unions to coordinate logistics and promote events for seamless participant experiences.
- Manage multiple projects with strong organizational skills, adapting to diverse needs for successful event execution.

## CONFERENCES AND SEMINARS

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[ 22/05/2024 – 23/05/2024 ] Warsaw

**CEE Private Equity Conference** Volunteer, Registration Desk and Operations Team

## LANGUAGE SKILLS

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**Mother tongue(s):** Turkish

**Other language(s):** English (Fluent) | Polish (Advanced) | German (Beginner)

## DIGITAL SKILLS

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Microsoft Office package: Microsoft Word, Excel, PowerPoint, Access / Word Press / Google Suite (Doc, Slides, Form, Sheet, Drive) / Adobe Photoshop (basic elements) / Git & Githubs

## SOCIAL AND POLITICAL ACTIVITIES

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[ 02/05/2019 – 06/05/2019 ] Antalya

**MedMun 2019** Participated as a delegate in a Model United Nations conference, engaging in debates and negotiations to address global issues. Enhanced critical thinking, public speaking, and diplomacy skills, gaining insight into the UN's processes and international affairs.

## COURSES

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[ 17/11/2022 – 12/06/2023 ]

**Polish Language Preparatory School**

SWPS University