

TUGRUL EFESOY

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Two-time founder and product leader. I built TBE Academy, an AI platform for U.S. college admissions, to 4,000+ students and over \$1M in scholarship placements. This year I opened a B2B channel licensing the platform to consulting firms, which grew monthly revenue 6x. I own strategy, roadmap, pricing, hiring, and the P&L, and I still write the SQL. Previously scaled a cross-border marketplace to \$100K+ GMV across 5+ countries.

EXPERIENCE

Founder & Head of Product, TBE Academy

Jan 2025 - Present

AI platform for U.S. college admissions | tbeducation.app | Remote

- Founded and scaled an AI platform from zero to 4,000+ students and over \$1M in scholarship placements: school matching, application roadmaps, essay review, an AI advisor, and a student site builder.
- Opened a B2B channel after inbound demand from leading consulting firms: repackaged the consumer product as a licensed platform, negotiated and signed the contracts myself, and grew monthly revenue from \$5K to \$30K.
- Doubled free-to-paid conversion from 3% to 6%. I was sure the problem was price; user interviews and journey mapping proved me wrong. Students were stalling at specific points, so I rebuilt the upgrade flow to surface help at the stall point with peer outcome data.
- Scoped and shipped Tibby AI, an LLM-based advisor taken from discovery through MVP and pilot to production; used by 800 students, with human mentor review on high-stakes output.
- Hired, trained, and manage a 5-person team: ran the interviews, made the calls, built the onboarding, and set the quality bar for the expert work the product depends on.
- Built a 130K-follower audience from zero and turned it into our primary customer acquisition channel, driving 400M+ content views in 12 months through SEO and short-form video.
- Write the SQL behind our reporting and built the dashboards the team runs on; defined the KPIs, ran the A/B tests and cohort analysis, and cut manual operations 90% with LLM and n8n automation so five people could serve four thousand.

Project Manager, Paccar

Dec 2025 - June 2026

High voltage EV charging integration | Mount Vernon, WA

- Led cross-functional delivery of a 650V EV charging integration, aligning stakeholders across hardware, firmware, validation, and program leadership; owned the timeline, cross-team dependencies, risk tracking, and weekly executive reporting.
- Designed and built the hardware-in-the-loop validation pipeline in MATLAB/Simulink over CAN/J1939, cutting validation cycle time by 30% and establishing the repeatable fault detection workflow adopted as team standard.

Co-Founder & CEO, Martrio

2024 - 2025

Cross-border e-commerce marketplace | Remote

- Scaled a cross-border marketplace from zero to \$100K+ GMV across 5+ countries, leading a distributed 6-person engineering and design team through the full product cycle: discovery, sprint planning, backlog grooming, release planning, and retrospectives.
- Partnered with engineering on REST API design and system architecture; defined the data schema for commission tracking and multi-country analytics, and drove partner onboarding and go-to-market execution.

RECOGNITION & PROJECTS

National press coverage

2025 - 2026

- Covered by national newspapers and television news for building one of the first software-driven admissions consultancies in the market, at 22.

1st Place, UW Foster AI Hackathon (StudyFlow)

May 2026

- Led a team from blank page to working demo in 2 hours and won first place across all competing teams: scoped the product, integrated a Gemini-powered AI tutor, and built student analytics on Databricks.

EDUCATION

University of Washington, B.S. Electrical and Computer Engineering

June 2026

GPA 3.6 | Dean's List, 6 quarters | Coursework: Data Structures, Probability & Statistics, Computer Architecture, Embedded Systems

SKILLS

Product Management: Product strategy, product vision, roadmapping, prioritization, product requirements documents (PRDs), user stories, acceptance criteria, user research, customer interviews, journey mapping, stakeholder management, cross-functional leadership, executive communication, pricing and packaging, go-to-market (GTM), product lifecycle management

Data & Analytics: SQL, A/B testing, funnel analysis, cohort analysis, conversion rate optimization (CRO), KPI definition, metrics dashboards, Excel, Databricks, Google Analytics

AI & Technical: LLM product design, generative AI (GenAI), prompt engineering, human-in-the-loop review, OpenAI/Anthropic/Gemini APIs, AI tool use and function calling, retrieval-augmented generation (RAG), n8n automation, Python, JavaScript, REST API design, Supabase, Figma, Git, Agile, Scrum, PowerPoint, MATLAB/Simulink, CAN/J1939