

TUGRUL EFESoy

Bothell, WA | 571-469-7597 | tbakiefesoy03@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Two-time founder with \$100K+ in revenue and 300M+ content views before graduation. Owns end-to-end product lifecycle: user research, roadmap, sprint execution, GTM, and growth. Combines hands-on technical depth (ECE, firmware, full-stack, API design, AI integrations) with cross-functional leadership across 6-person engineering teams in 5+ countries.

EXPERIENCE

Founder & Product Lead | TBE Academy

Remote | Jan 2025 - Present

- Founded AI-powered ed-tech platform serving 1,000+ students; delivered \$650K+ in scholarship placements and mentored 4 students into top-tier U.S. university admits.
- Defined product vision, quarterly roadmap, and pricing tiers grounded in 50+ user interviews, user journey mapping, and TAM/SAM/SOM sizing for Turkish students pursuing U.S. education.
- Built and shipped full-stack platform (Lovable + n8n) with AI content generation, automated applicant intake, and feature-flagged onboarding experiments; cut manual ops by 90%+.
- Scaled content engine to 300M+ views in 12 months via content strategy across SEO, short-form video, email lifecycle, and referral flows; ran A/B tests and cohort analysis on funnel stages.

Co-Founder & CEO | Martrio

Remote | 2024 - 2025

- Co-founded cross-border e-commerce marketplace connecting sellers with trusted local admins across Eastern Europe, Middle East, and Central Asia; scaled to \$100K+ GMV in 18 months.
- Led 6-person cross-functional team (2 frontend, 2 backend engineers, ops, growth) through full product cycle: sprint planning, backlog grooming with story pointing, release planning, and biweekly retrospectives.
- Partnered with engineering on API design and system architecture; reviewed REST endpoint specs and database schema for commission tracking and multi-country analytics modules.
- Defined positioning and roadmap based on admin interviews and journey mapping; executed GTM across 5+ countries through cold outreach, community building, and partner onboarding.

Project Lead | Paccar

Mount Vernon, WA | Dec 2025 - Present

- Lead cross-functional coordination across hardware, firmware, and validation teams for a 650V EV charging system integration; own timeline, dependencies, and delivery.
- Designed and executed structured HIL testing pipeline in MATLAB/Simulink using CAN/J1939 protocols; reduced validation cycle time by 30% and established repeatable diagnostics workflow.

E-Commerce Operator | Shopify (Independent)

Remote | 2022 - Present

- Built and scaled multiple Shopify stores across dropshipping and inventory models; owned product selection, supplier negotiation, paid ad strategy, and fulfillment end-to-end.
- Ran A/B tests, hypothesis testing, and funnel analysis on ad creative, landing pages, and checkout flows; optimized CAC and ROAS across Meta and Google paid channels.

President | Turkish Student Association, University of Washington

Seattle, WA | Oct 2022 - Present

- Lead 200+ member organization; run planning, events, and budget across cross-university partnerships; implemented PM processes adopted by successor boards.

EDUCATION

University of Washington - B.Sc. Electrical and Computer Engineering

Seattle, WA | Expected June 2026

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

SKILLS

Product Strategy: Product vision, roadmapping, prioritization, market sizing (TAM/SAM/SOM), pricing & packaging, positioning & messaging, GTM strategy, KPI definition

Product Execution: Sprint planning, backlog grooming, story pointing, release planning, feature flags, retrospectives, user interviews, user journey mapping, cross-functional coordination

Data & Analytics: A/B testing, hypothesis testing, funnel analysis, cohort analysis, conversion rate optimization, Google Analytics

Technical: API design (REST), system architecture, full-stack web dev, Python, JavaScript, Git, Figma, MATLAB/Simulink, embedded systems (CAN, J1939, C firmware, HIL testing)

AI & Automation: LLM prompt engineering, AI API integration (OpenAI, Anthropic), automated content pipelines, n8n workflow automation, model fine-tuning

Growth: SEO, content strategy, email & lifecycle marketing, referral program design, paid advertising (Meta, Google), cold outreach