

Furkan Dikmen

E-Commerce Manager (Marketplaces & Cross-Border)

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furkandikmen.com.tr · thefavilla.de · cheffi.com.tr · amazon.de/stores/TheFavilla

PROFILE

E-commerce manager with 5 years of hands-on experience building and scaling online sales from zero across marketplaces and own webstores. Founded and lead the e-commerce and export department of a Turkish metal manufacturer (BBQ, fire pits, pizza ovens). Built two brands and run 12 sales channels: 10 marketplaces (Amazon, eBay, Etsy and leading Turkish platforms) and 2 webstores, selling to the US, UK, Germany, Netherlands and Belgium. Department revenue reached TRY 20M (\$420K / €360K) from January to October 2026. Advise 3 companies on e-commerce. Seeking a remote e-commerce management, marketplace or cross-border growth role.

KEY RESULTS

\$420K revenue Jan–Oct 2026, all channels (TRY 20M / €360K) · **12** channels (10 marketplaces + 2 webstores) · **5** markets: US, UK, DE, NL, BE · **4.9/5** from 900+ verified reviews on thefavilla.de

WORK EXPERIENCE

Head of E-Commerce & Export Department (Department Founder)

09/2021 – Present

Hatçelik Metal Sac Bor Prol. San. Tic. Ltd. Şti. · Kayseri, Türkiye · Metal manufacturer (BBQ, fire pits, pizza ovens)

- Founded the e-commerce and export department from scratch; run all **marketplace management** and webstore operations and coordinate a 5-person team (4 packaging staff, 1 photographer).
- Own the full revenue chain and **P&L**: store setup, listings, pricing and quotations, advertising, production and shipping follow-up, customer relations. Track **KPIs** including **conversion rate** and **sessions** to guide pricing, listing and ad decisions.
- Built and grew two company brands, Cheffi (Turkey) and The Favilla (Germany): naming, brand strategy, content and product positioning.
- Webstores**: built and run the Shopify store thefavilla.de (4.9/5, 900+ verified reviews) and the Cheffi webstore, including product pages, SEO, analytics and traffic from ads and social channels.
- Amazon (US, UK, EU) account and catalog**: completed **Brand Registry** and brand approvals; handle **catalog management** and product listing (GTIN / EAN, variations, categories); created all listings, A+ Content and image sets in-house.
- Amazon performance and fulfilment**: **listing optimization** with keyword/SEO research and pricing for US, UK and EU buyers; monitor **Account Health** and **Buy Box** performance; created FBA inbound shipments and ensured on-time delivery to Amazon warehouses.
- Other marketplaces**: opened and manage eBay and Etsy, and Trendyol, Hepsiburada, n11, idefix, Pazarama, PTT AVM and Koçtaş in Türkiye.
- Advertising**: set up and ran Amazon product ads (PPC) and reviewed cost-per-click daily with AI-assisted analysis to keep click costs low; managed Google Ads and social ads with a budget of around TRY 20K per month.
- Cross-border e-commerce compliance and logistics**: set up VAT and IOSS processes with no compliance issues; handled **HS codes**, **EORI**, **customs** documentation and **Incoterms** (DDP single-parcel shipping from Türkiye); for Europe, a German distributor imported full truckloads into its warehouse and we sold from there. Worked remotely, fully integrated with the German office.
- ERP**: use an ERP system for order, stock and shipment tracking and **inventory planning**, keeping sales channels aligned with production and fulfilment.
- Social and influencer marketing**: grew the brand Instagram account to 13K followers; worked with content creators on collaborations and joint posts.
- Pinterest automation**: built from scratch an automated agent on Make.com that publishes images and videos from Google Drive to Pinterest, driving traffic and sales to Amazon and Etsy pages.
- SEO and research**: Semrush, eRank, Toolsy, Helium 10, Google Analytics, and AI tools for keyword research and listing content.
- Client project**: set up the Amazon.de seller account and product listings remotely for a Germany-based distributor, who reports strong sales.

E-Commerce Consultant (part-time)

Ongoing

Independent · furkandikmen.com.tr

- Advise 3 companies on e-commerce and manage their local marketplace stores; planning to expand them to global marketplaces.
- Launching my own consulting website, furkandikmen.com.tr.

SKILLS

E-commerce platforms: Shopify, WordPress, Amazon (US/UK/EU, Seller Central, Brand Registry, FBA, A+ Content, Catalog Management, Account Health, Buy Box), eBay, Etsy, Trendyol, Hepsiburada, n11, idefix, Pazarama, PTT AVM

E-commerce management: Marketplace Management, Cross-border E-commerce, Product Listing, Listing Optimization, GTIN / EAN, Pricing Strategy, Brand Building

Analytics & finance: KPI tracking, Conversion Rate, Sessions, P&L, Google Analytics, Search Console

Marketing & growth: SEO/SEM, Amazon PPC, Google Ads, social media ads, influencer collaborations, Pinterest, content creation

Operations & trade: ERP, order and stock tracking, Inventory Planning, FBA inbound logistics, VAT / IOSS, HS Code, EORI, Incoterms, Customs, DDP shipping, export operations

Tools: Helium 10, Semrush, eRank, Toolsy, Make.com, Canva, Photoshop; AI: Claude, ChatGPT, Gemini

EDUCATION

Business Administration (BA), Anadolu University (distance education), ongoing

Associate Degree, Motor Vehicles, Ships and Aircraft, Gazi University, Ankara, 2019 – 2021

Internship, Turkish Aerospace Industries (TUSAŞ), during associate degree studies

LANGUAGES AND AVAILABILITY

Languages: Turkish: native · English: B2 (upper-intermediate), used as a working language with the German distributor and international buyers

Availability: Flexible working hours; available to overlap with UK and US time zones. Open to contractor arrangements.

Driving licence: B.

Revenue and advertising figures are verifiable through marketplace, webstore and ad-platform reports; available on request.