

İRFAN AŞICIOĞLU

+90 544-501-2001 ▪ irfan@asicioglu.io
▪ [linkedin.com/in/irfan](https://www.linkedin.com/in/irfan) ▪ İstanbul, Sarıyer

Education

ESEI Business School Master in Sports Management <i>Thesis: Developing a Fan-Centric Football Mobile Application: A Business Plan</i>	Barcelona, Spain Feb. 2025 - Feb. 2026
Marmara University Bachelor degree in Economics	İstanbul, Türkiye Oct. 2020 - Jul. 2024
Istanbul Technical University Ekrem Elginkan High School	İstanbul, Türkiye Oct. 2015 - Jul. 2020

Experience

DEIMOS Brand Group Accounting Intern	Sarıyer, İstanbul Oct. 2024 - Dec. 2024
▪ Supported month-end accounting operations through systematic receipt processing, tax exclusion calculations, and data organization.	
Maçkolik İnternet Hizmetleri Ticaret A.Ş. Product Intern	Kadıköy, İstanbul Oct. 2022 - Oct. 2023
▪ Actively tested new features pre-release, surfacing critical usability issues before they reached end users. ▪ Proposed feature improvements and usability enhancements, several of which were subsequently implemented in the live product. ▪ Worked alongside product and engineering teams in agile development cycles, contributing both qualitative and analytical inputs. ▪ Prepared and presented product performance analyses that informed roadmap decisions and UX refinements.	

Certificates and Voluntary Activities

UEFA Europa League Final Ceremonies Lead Volunteer	Beşiktaş, İstanbul May 2026
▪ Coordinated ceremony logistics for the UEFA Europa League Final, working alongside international production teams in a high-pressure live event environment	
Entertainment, Technology, and Communication in Sports Program by Bilyoner In Kadir Has University	Fatih, İstanbul Apr. 2026 - May. 2026
▪ Participated in an intensive program exploring the intersection of sports, technology, and entertainment; covering topics including product management, AI in sport, sports economics, and fan engagement strategies.	
Sports World Congress Staff Member	Barcelona, Spain Feb. 2026
▪ Served as staff at Sports World Congress 2026, a high-profile international B2B congress at RCDE Stadium convening stadium executives, sports technology leaders and global companies to shape the future of major sporting events.	
Kızlar Sahada Staff Member	İstanbul, Türkiye Dec. 2024
▪ Supported an initiative challenging gender stereotypes in football, empowering girls and women of all ages through grassroots sport participation.	

**Sports Law and Management Certificate
In Kadir Has University**

Fatih, İstanbul
Dec. 2022 - Apr. 2023

- Completed a certified sports law and management program covering the legal frameworks, governance structures, and regulatory dynamics of the professional sports industry.

**Sports Marketing Certificate
In Kadir Has University**

Fatih, İstanbul
Sep. 2022 - Nov. 2022

- Participated in a professional certification program designed to develop sport marketing expertise for careers in clubs, federations, and sports agencies; including one-on-one career planning and industry networking support.

Skills and Languages

Technical: Product Thinking & User Experience, In-App Testing & Feature Validation, Data Analysis & Reporting, Cross-functional Collaboration, Presentation & Documentation

Tools: Excel, Canva, ChatGPT, Gemini, Claude, Claude Code, VS Code

Languages: Turkish - Native, English - C1, Spanish - B1 Level, DELE Certificate (2015, A1), Italian - A1 Level

Sports Background

Football - Licensed competitive footballer (2012–2019) with captaincy experience at club level, having represented teams in both İstanbul and Turkey-wide amateur championships over a seven-year career.

Basketball - Participated in amateur basketball tournaments during high school.