

MILAN CAN MELLEMA

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PROFESSIONAL EXPERIENCE

Amazon EU SARL • EU Prime

Amsterdam, NL

EU Prime Marketing • Full-Time • On-site

March - September 2025

- Scoped, launched, and measured a cross-channel Buy X, Get Y Pickup engagement experiment that increased Gen Z Prime member purchases by 4%; created a repeatable growth framework for Gen Z acquisition, negotiated incremental visibility with partner teams, and influenced the three-year EU Prime go-to-market roadmap.
- Owned end-to-end rollout and localization of Same-Day Shipping storefronts across four UK cities, lifting in-app purchases by 24% and same-day purchases by 2%; developed a standard operating procedure to enable scalable EU e-commerce expansion in 2026.
- Owned go-to-market strategy for Prime Exclusive Deals during Back-to-School, securing partnerships with P&G, Epson, and TCL to grow deal sales by 8% through coordinated promotions and partner co-marketing.
- Generated \$185K+ in incremental Prime Deal sales and 32K+ Prime sign-ups by owning onsite placement strategy and go-to-market for Amazon Tech Week in collaboration with the EU Events team, using performance metrics to optimize placements.
- Led end-to-end execution for Amazon Day initiative, delivering 17M+ impressions and a 4% click-through rate by coordinating paid media, creative assets, cross-functional stakeholders, and A/B test learnings to scale high-quality content.

ElevenYellow Pte. Ltd. • Botto

Amsterdam, NL

Growth Marketing • Part-Time • Hybrid

February 2022 - September 2023

- Contributed to \$1.5M+ in sales revenue within 12 months for Botto, a generative AI art platform, by executing integrated community and partnership demand-generation initiatives with a 20+ person global team.
- Grew Botto's community by 15K+ followers across X, Instagram, and Discord by scaling creator partnerships and running co-branded campaigns with partners including Club721.
- Attracted 10K+ attendees across online and in-person activations by securing partnerships with creator communities and art galleries.

EDUCATION

MSc Business Administration, Strategy & AI Transformation

Amsterdam, NL

University of Amsterdam

2025-2026

- GPA: 8.3/10 (cum laude).
- Thesis: "AI and the Productivity J-Curve: Firm-Level Evidence from the US IT Sector" (9.0/10, highest in cohort).
- Relevant coursework: Strategy Analytics (Data Science for Business), Digital Economies & Platforms, Leading Digital Business Transformation, Strategy Consulting, Programming with Python.

BSc Economics & Business Economics, Finance

Amsterdam, NL

University of Amsterdam

2020-2024

- Thesis: "Blockchain Technology for Financial Inclusion in Sub-Saharan Africa" (8.0/10).

EXTRACURRICULAR EXPERIENCE

Anniversary Committee D.I.D.O.

Amsterdam, NL

Board Secretary

February 2023 - December 2024

- Raised €60K+ through a charity auction while overseeing a €200K+ anniversary budget.
- Streamlined communications across 400+ alumni and 60+ active members through structured tracking systems, supporting record turnout for a 10-day international trip and multiple large-scale anniversary events.

In Touch with Nature Education

Siem Reap, Cambodia

Student Volunteer

February 2019

- Raised €5K+ through sponsorship events, a charity run, and a GoFundMe campaign to fund construction of a school and recycling center in Siem Reap, Cambodia.
- Taught English to primary-school students (ages 6-10) using custom songs and flashcards to aid retention.

SKILLS & INTERESTS

- Languages: Dutch (native), English (fluent), Turkish (fluent), Spanish (basic), French (basic).
- Interests: DJing and music production, product building, padel, videography, five-a-side football.
- Technical: Python, Stata, Figma, Growth frameworks, A/B testing, LLMs & AI-assisted tools (e.g., Claude Code), MS Suite, Canva, Adobe Creative Cloud.