

AHMET EFE DEMIRKAYA

BUSINESS DEVELOPMENT | PRODUCT MARKETING

North York, Ontario | +1 416-580-8431 | efedemirkaya06@gmail.com
efedkaya.com | linkedin.com/in/aeFedkaya

Business development and product marketing experience across B2B software and professional services. Connects prospect research with clear messaging, customer demos and practical AI workflows. Brings additional experience in operations leadership and running a service business.

PROFESSIONAL EXPERIENCE

PKF Antares / Coolumba

Jan 2026 - Present

Business Development & Marketing Associate (part-time)

Promoted from Intern in Apr 2026. Primary assignment: Coolumba, PKF's affiliated B2B SaaS business.

Coolumba | Product marketing & customer enablement

- **Targeting & positioning.** Segmented 4,200+ contact records by product fit and seniority. Analyzed 42 competitors and adjacent platforms to inform positioning and outreach.
- **Messaging & content.** Wrote website copy for five SaaS products. Produced YouTube product demos and organic LinkedIn posts and carousels.
- **Customer enablement.** Lead product demos and one-to-one onboarding. Created demo playbooks, sales presentations and customer support resources.
- **Digital presence.** Refined company descriptions, About sections and links across LinkedIn, YouTube, Google, G2 and WhatsApp Business.

PKF Antares | Research & business development

- **Prospect research.** Researched 600+ public-company records. Built sourced sector shortlists and executive profiles across insurance, stablecoins and fintech.
- **Event intelligence.** Assessed 85 event opportunities. Prepared participant research, service-fit briefings and follow-up context for colleagues' outreach.

Shared workflows

- **AI & team resources.** Built reusable research, enrichment and Odoo handoff workflows with source and duplicate checks. Wrote BD procedures and organized a shared knowledge library.

ADDITIONAL EXPERIENCE

FedEx Canada

Nov 2022 - Present

Assistant Operations Manager (On-Call)

Earned two promotions; moved into the current role in Jan 2026. Supervise 15+ employees on a sort line serving 20+ routes. Coordinate drivers, workflow and routing issues.

Blackwater Limos

Apr 2024 - Sep 2026

Co-Founder

Managed client relationships, pricing and service operations. Developed marketing and referral outreach to support customer acquisition and repeat business.

EDUCATION

Seneca Polytechnic

Expected Dec 2026

Advanced Diploma, Business Administration & Management

TOOLS Excel, PowerPoint, Word, Odoo CRM, Seamless.AI, Outlook, OneDrive, Codex and Claude.