

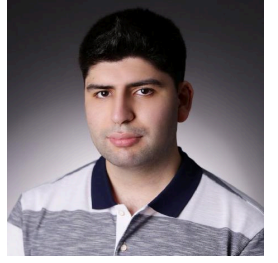
# EVREN KESKİN

**Product Manager | Product Owner | E-commerce Marketplace & Logistics**

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## PROFESSIONAL SUMMARY

Product professional with an engineering background, working across product management, product ownership, and delivery in e-commerce, marketplace, and logistics environments. Experienced in prioritizing requests, defining requirements, aligning stakeholders, and coordinating execution across both internal and external software teams. Currently involved in the execution and improvement of 4 products, helping turn business and field needs into structured product decisions. Strong in balancing urgency, feasibility, and cost while guiding delivery through requirement clarity, rollout readiness, and continuous stakeholder communication.

## CORE SKILLS

- **Product Management:** Product requirements, backlog prioritization, feature prioritization, scope definition, stakeholder management, roadmap support, release planning
- **Product Ownership & Delivery:** Acceptance criteria, delivery coordination, cross-functional collaboration, vendor management, issue triage, rollout readiness, release follow-up
- **Discovery & Process Improvement:** User feedback translation, field insight gathering, workflow improvement, process optimization, training & enablement
- **Technical:** React, Next.js, TypeScript, .NET (ASP.NET Core/Razor Pages), REST APIs, RBAC, PostgreSQL
- **Tools & Platforms:** Git/GitHub, Figma, Excel, WordPress, Trendyol, N11, Hepsiburada

## PROFESSIONAL EXPERIENCE

### Yetiş+ Çarşı / Hızır Global A.Ş.

Şişli, Istanbul | **Aug 2025 – Present**

**Products:** yetisplusçarşı • yetisplusyemek • hızırkurye • Yetis E-Depo (*in development*)

#### Product Manager / Product Owner

- Own prioritization across incoming product and operational requests, deciding what should be developed, deferred, or deprioritized based on business value, implementation effort, delivery capacity, and cost.
- Support the execution and improvement of 4 products across e-commerce, food ordering, courier, and warehouse operations, including **Yetis E-Depo**, an in-development product focused on internal operational workflows.

- Manage product execution across a dealer/franchise ecosystem of 40–50 affiliates, with roughly 10–20 highly active stakeholders involved in ongoing delivery, feedback, and rollout processes.
- Translate business, field, and leadership needs into clear product requirements for 1 internal and 1 external software team, reducing ambiguity between operational stakeholders and technical delivery.
- Shape solution direction by challenging low-value or high-cost requests, proposing more practical alternatives, and helping leadership make better trade-off decisions.
- Act as the main point of coordination for incoming requests, ensuring the right problems are addressed at the right time instead of simply pushing volume into delivery.
- Maintain active communication with affiliates, request owners, and field teams to manage expectations, keep alignment, and support prioritization during ongoing delivery cycles.
- Identify recurring product and workflow gaps through close communication with courier operations and field users, turning operational pain points into structured improvement opportunities.
- Take part in frequent weekly meetings across software delivery, fintech integrations, outsourced service discussions, and affiliate training/enablement activities.
- Support release readiness through issue follow-up, rollout coordination, and stakeholder communication to improve adoption and reduce friction during launches.

## **Rosecasa — E-commerce & Web Content Assistant**

Üsküdar, Istanbul | **Oct 2024 – Apr 2025**

- Managed day-to-day content and operational updates for WordPress-based e-commerce websites, helping maintain content accuracy, consistency, and usability across storefront pages.
- Supported marketplace operations across Trendyol, N11, and Hepsiburada, including listing quality checks, product data consistency, updates, and operational maintenance.
- Helped improve day-to-day execution by identifying listing and content issues early, contributing to cleaner catalog operations across multiple sales channels.
- Assisted with advertising operations and visual content preparation, supporting campaign readiness and overall presentation quality.

## **Rappider — Frontend Developer Intern (Angular)**

Levent, Istanbul | **Jun 2023 – Sep 2023**

- Developed reusable UI components in Angular within an agile product development environment.
- Contributed to cleaner implementation and more consistent interface patterns across product surfaces.

- Strengthened collaboration and delivery discipline by working in a team-based environment with shared frontend standards.

## **Jotform — UI Developer Intern (React Native)**

Beytepe, Ankara | **Jun 2021 – Sep 2021**

- Built mobile UI screens using React Native and applied UI/UX best practices to support usability and visual consistency.
- Tested and improved screen behavior across devices, contributing to a more polished user experience.
- Gained early exposure to product-focused frontend thinking through interface work directly tied to usability.

## **EDUCATION**

**Fatih Sultan Mehmet Vakıf University** — İstanbul, Türkiye  
**B.S. in Computer Engineering, 2025**

## **PROJECTS**

### **Career Tracking Portal — Internship & Career Management Platform**

Designed and developed a role-based platform with Admin, Teacher, and Student workflows to manage internship processes end to end. Structured approval, review, and user management flows to support multiple stakeholders in a centralized system with a focus on clarity, control, and process visibility.

**Tech:** .NET Razor Pages, PostgreSQL

**GitHub:** <https://github.com/keskinEvren/kariyer-takip-portali>

### ***Apartman Plus — Community & Facility Management SaaS (Private Repository)***

Designed a modular SaaS concept for residential site management covering role-based access, resident and unit structures, facilities, finance, operations, and document workflows. Focused on modeling real-world hierarchy, permission logic, and scalable service flows for multi-stakeholder environments such as site management, residents, security, and operational staff.

**Tech:** Next.js, TypeScript, PostgreSQL, Drizzle ORM, tRPC  
Code available upon request.

## **LANGUAGES**

- Turkish — Native
- English — B2 (Upper-Intermediate)