



Şebnem KÖŞKER

SOFTWARE ENGINEER | PRODUCT
MANAGER | PLATFORM, AI &
DIGITAL PRODUCTS

Details

Cyprus

+90 533 850 1438 (WhatsApp)

sebnemkosker3500@gmail.com

NATIONALITY

Turkish

Links

[Linkedin](#)

Skills & Tools

Product Management: Jira,
Asana, GitHub Projects, ClickUp,
Monday, Trello, MeisterTask

Documentation & Knowledge
Management: Notion,
Confluence, GitBook

Product Analytics: Amplitude,
Firebase Sentry, Product Metrics,
A/B Testing, Cohort Analysis

QA & Testing: TestRail, Postman,
STLC, Regression Testing, API
Testing

Languages

English

German

Italian

Profile

Product Manager and Software Engineer with 6+ years of experience delivering platform, SaaS, and AI-enabled digital products across global teams. Experienced in product strategy, roadmap ownership, agile delivery, and data-driven product optimization.

Proven ability to lead cross-functional teams across engineering, design, marketing, and operations while delivering scalable digital platforms and automation solutions. Strong technical fluency in API integrations, product analytics, QA processes, and AI/NLP product features.

Experienced working with modern product management, analytics, QA, and collaboration tools including Jira, TestRail, Postman, Confluence, GitHub Projects, ClickUp, Notion, Firebase, and Amplitude.

[Portfolio Website](#)

Core Areas of Expertise

- Product Management
- Product Strategy & Roadmapping
- Agile / Scrum / Kanban
- Platform & SaaS Products
- AI-Enabled Product Development
- Product Analytics & A/B Testing
- Cross-Functional Team Leadership
- API Integrations & System Architecture
- Software QA & Testing
- Technical Documentation & Product Requirements
- Stakeholder Management
- Data Analysis & KPI Tracking

Education

Software Engineering Bachelor Degree, Eastern Mediterranean University, Famagusta

2024

The Software Engineering department of the university is accredited by ABET.

Computer Engineering Master Degree, Near East University, Nicosia

SEPT 2024 – JUN 2026

The master's program in the Computer Engineering department of the university is accredited by ASIIN.

Employment History

Marketing & Digital Product Manager, OERO Trading, Nicosia

NOV 2024

- Led the redevelopment of OERO's primary digital platform and vertical websites, coordinating delivery across product, engineering, and marketing teams.
- Defined product requirements, prioritized roadmap initiatives, and managed execution through Agile workflows using Notion and Trello.
- Coordinated engineering collaboration for modern web platforms built with React, Next.js, and Vite.
- Designed user journeys and conversion-focused digital experiences improving SEO visibility and customer engagement.
- Built and optimized AI-driven content and marketing automation workflows across digital channels.
- Increased social media engagement by 50% through performance analytics, experimentation, and A/B testing.

Product Manager, Agrotics (Contractor), California

MAY 2024 – JUN 2025

- Directed product strategy and roadmap planning for a SaaS platform supporting regenerative agriculture and climate-focused farming practices.
- Managed feature prioritization, sprint planning, and cross-functional product

delivery using Jira, Asana, GitHub Projects, and Agile product development frameworks.

- Conducted stakeholder research with farmers, agronomists, and sustainability partners to identify user needs and platform opportunities.
- Translated user insights into structured product requirements, process documentation, and feature roadmaps using Confluence and GitBook.
- Collaborated closely with engineering and design teams to launch platform features supporting carbon monitoring, sustainability insights, and user adoption goals.

AI & RPA Process Analyst - Trainee Program, Turkcell, Nicosia

FEB 2024 – MAY 2024

- Implemented operational process improvements that reduced defect rates by 20%.
- Analyzed internal workflows and introduced automation solutions that saved 10+ hours of operational work weekly.
- Applied predictive analysis methods to identify bottlenecks across 15+ operational processes.
- Led RPA automation initiatives for five internal teams, optimizing more than 20 workflows and reducing processing time by 40%.
- Supported the integration of an AI-powered chatbot within CRM systems, enabling automated handling of 1,200+ weekly customer interactions.

Project Manager | Product Specialist, KizlarSoruyor.com / GirlsAskGuys.com, Clayton

MAR 2019 – FEB 2024

- Owned product strategy, roadmap development, and platform improvements for a large-scale community platform ecosystem.
- Managed sprint planning, backlog prioritization, and release coordination through Jira and GitHub Projects.
- Collaborated with engineering, design, SEO, marketing, and content teams to deliver new platform capabilities and features.
- Utilized Amplitude, A/B testing, cohort analysis, and behavioral analytics to improve user engagement and product performance.
- Led development of AI/NLP-driven moderation and content classification features improving platform automation and safety.
- Produced product documentation, release plans, and testing scenarios through Confluence.

Project Manager - Mid Term Contract, Top Ten Trade, California

MAY 2023 – JAN 2024

- Led the development of an Amazon marketplace order automation system improving operational efficiency.
- Managed marketplace product listings, A+ content, and product launch workflows.
- Coordinated cross-functional delivery across suppliers, development teams, and operations.
- Conducted product research and competitive benchmarking for marketplace expansion initiatives.

Product Manager, MenkulPort, Nicosia

OCT 2022 – JAN 2023

- Conducted market and competitor analysis to support product strategy decisions.
- Collaborated with marketing, SEO, and engineering teams to deliver product initiatives.
- Managed product requirements, documentation, and roadmap planning through Clickup and Asana.
- Reported progress and risk assessments directly to executive leadership.

QA Engineer - Contractor, Glocalzone, Tallinn

OCT 2022 – FEB 2023

- Led end-to-end QA operations implementing Software Testing Life Cycle (STLC) processes.

- Designed and maintained structured test cases, test plans, and regression scenarios in TestRail.
- Performed API testing and validation using Postman.
- Managed defect tracking and release validation processes through Jira.
- Conducted functional, regression, integration, and end-to-end testing across web and mobile platforms.

Product Manager - Intern, Vodafone, Nicosia

APR 2022 – OCT 2022

- Conducted comprehensive analyses and developed strategic plans for the renewal and enhancement of the company website and e-shop, leading to improved user experience and increased online sales.
- Worked closely with cross-functional teams to create engaging content for digital channels, effectively communicating products and campaigns to target audiences.
- Performed store & partner visits to assess operational effectiveness, identifying areas for improvement, and developed actionable plans to optimize in-store and online customer experiences.
- Partnered with the segment marketing communication team to develop and produce marketing materials, including sales and partner enablement assets, driving brand consistency and market impact.
- Successfully integrated sales and marketing strategies to enhance customer satisfaction, identify business improvement opportunities, and develop comprehensive business plans tailored to customer needs.

Product Manager - Intern, Microfon, Istanbul

DEC 2021 – APR 2022

- Conducted testing from the user's perspective to identify defects without knowledge of the internal workings of the product or software.
- Managed and executed acceptance testing to ensure the product meets customer or end-user requirements, leading to successful product approvals.
- Tested early versions of the product during the development phase, identifying critical bugs and gaps, and provided recommendations for improvements.
- Coordinated beta testing with a broader user base in real-world conditions, collected user feedback, and contributed to product enhancements based on real usage data.
- Performed final testing before the product's live launch to detect and resolve issues that could arise during actual use.

Courses

Agile Project Management, BTK Academy

Project Management in Business Life, Udemy

CCNA: Introduction to Networks, Cisco

NDG Linux Unhatched

CyberOps Associate, Cisco

API And API Testing, BTK Academy

Software Testing Specialist Training, Udemy

Software Test Automation, BTK Academy

Introduction to Cybersecurity, Cisco

Fundamentals of Digital Marketing, Google

Artificial Intelligence for Everyone, METU

Projects

Kızlar Bir Adım Öne (Social Responsibility Project) - Project Management Specialist

As someone who believes in the power of women to excel in every field, I'm proud to have been contributing to this inspiring initiative since 2021.

"Kızlar Bir Adım Öne" aims to shed light on the various inequalities women face, including opportunity gaps, wage disparities, and social challenges, particularly in sectors like IT and beyond. The project's goal is to empower women by offering meaningful content that inspires them to overcome these barriers and strive for equal opportunities in all areas. By raising awareness and fostering growth, we aim to create a future where women have an equal voice and presence in every industry.

[Project Page](#)

BiBilen Project - Project Specialist

JAN 2020

On KızlarSoruyor, there is a large community seeking answers and guidance on various topics, eager to gain knowledge. To prevent misinformation, we decided that this wonderful community needed the authoritative and trustworthy insights of those who could inspire confidence with their expertise, knowledge, and experience. Thus, we launched the "BiBilen" project.

[Project Page](#)

Text Summarizer Mobile Application Project - Project Manager

OCT 2022 – JUN 2023

As the Team Leader and Project Manager of a graduation project focused on developing a Text Summarizer, Innovated a user-friendly interface for the AI text summarizer, leading to a 50% reduction in training time for new users and facilitating seamless integration into existing workflows.

- Conducted project management using PERT, COCOMO, and Scrum methodologies, resulting in the successful deployment of a complex app within three months, exceeding initial project timeline expectations by 25%.
- Integrated Firebase as a back-end solution for real-time data processing, enhancing application responsiveness and stability; implemented changes that reduced server response time by 15%, positively impacting user experience.

Lancaster University Website Testing - Test Lead

Together with my software engineering student teammates, we tested the performance, speed, and efficiency of Lancaster University's system and created a report highlighting its successes and shortcomings.

Weptile / Sharper Marina Control and Management Project - Project Manager

DEC 2023 – MAR 2024

- Led a multidisciplinary team to deliver projects on time and within scope.
- Managed tasks, progress, and resources using ClickUp and Jira.
- Improved product quality by establishing a structured bug tracking process.
- Served as the main client contact for requirements, updates, and delivery alignment.
- Oversaw timelines, budgets, and risks while driving continuous improvement.

Cloud Resource Management with Machine Learning: A Dynamic Allocation Approach

FEB 2025 – JUN 2025

The project paves the way to the more adaptive, cost-effective and durable cloud system through the innovative ability to apply machine learning to cloud resource management. Conclusions highlight the importance of allocation of adaptive resources in improving operational efficiency and user experience, paving the way for future innovations in cloud computing.

Fuzzy Diagnostic Model and its Application in Automotive Engineering

FEB 2025 – JUN 2025

In this project, a fuzzy diagnostic system implemented entirely in Python is developed to identify automotive engine faults. Sensor data is acquired and preprocessed

with NumPy and pandas, then fuzzy membership segments are automatically generated with the k-means algorithm in the scikit-learn library. Rule extraction and Mamdani type inference are performed with scikit-fuzzy, while graphical analysis of segmentation quality, rule coverage, and classification performance are visualized with Matplotlib. For the deployment and reproducible installation of the whole pipeline, packaging is used to make it a pip-installable module. Experiments on real engine sensor datasets show that our method offers high reliability and accuracy compared to similar works in the literature. The results are visualized, advantages and limitations are discussed, and future development paths for online learning and real-time diagnostics are proposed.

References

References available upon request