Yunus Akgül
Product Manager

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PROFESSIONAL EXPERIENCE

MUUVTO   **Remote**
Founder - Product Manager   **Dec 2022-Jun 2024**

- Created call to actions for PMF and led CS, sales, business development, marketing, design, technology and operations teams, ensuring coordination between all teams and timely completion of the project.
- Achieved 12,000 new driver sign-ups on the Muuvto platform, resulting in a 15% weekly growth. During this period, weekly MRR increased by 7% and the average matching rate (North Star Metric) improved by 18%
- Utilized measurable metrics to drive revenue enhancement initiatives. Developed product strategies for all teams, fostering growth through growth hacking methods.
- Collaborated with cross-functional teams to increase the conversion rate from 10% to 30%. Collected and analyzed customer feedback to optimize growth funnel strategies.
- Defined product features and requirements based on market analyses and user feedback. Created a product roadmap and managed end-to-end feature planning and product development processes.

WOPE   **Remote**
Product Manager   **Mar 2023 - Mar 2024**

- Prioritized strategic initiatives within the SEO , Generative AI sector to align with future business objectives and measurable goals.
- Managed cross-functional team and stakeholder communication, and oversaw product development from inception to implementation
- Achieved a 26% increase in conversion rate through onboarding optimization.
- Conducted a long-term pricing experiment that increased customer lifetime value by 32%.
- Planned GTM strategies specific to ICP, resulting in a 400% increase in MRR.
- Planned Product Hunt and launch strategies, leading to top ranks as a marketing top product.
- Achieved a Top product rating of 4.7 on AppSumo by developing word-of-mouth strategies and evangelism growth hacking.

B.O.C GROUP & TRLOGİC @ WHITESOURCE   **Remote**
Software Engineer Heavy Frontend   **Nov 2020 - May 2021(TRLOGIC) & Apr 2021 - Apr 2022(BOC)**

- Used React, Node.js, MongoDB, Elastic Search, Kafka, Cypress and Refine. Developed CRM and Fraud Protection data analysis modules. Dashboard, data management panel, Mobile App and API integration.

MENDAX ENTERPRİSES LLC   **Remote**
Researcher Developer   **May 2020 - Nov 2020**

- I worked on algorithm design and development, business and product management in a web-based AI research and development lab. I participated in the software lifecycle and prepared action plans for community mng.

SOSYAL BAĞIŞ & OPEN MAIL & MOBIN MOBILE APP STORE   **Remote**
Founding Software Engineer   **Jan 2020 - Dec 2022**

- Analyzing sector gaps, I developed an NGO/club management web app, a publications library tool, and a Storage Cloud rendering app reducing hardware needs, offering innovative solutions.

EDUCATION

UNIVERSITY OF SAKARYA   **SAKARYA, TR**
B.S. Computer Science Engineering GPA (3 / 4)   **2019-2023**

BOOTCAMPS: Purdue University Entrepreneurship, Tech Career Product Management, Kodluyoruz Mobile Development Bootcamp, Mavi Durak IO Web Development

SIDE PROJECTS : Postman Clone (API Testing Tool), Travel Advisor (App A travel platform that makes a travel guide and lists the places you want to go on the map.), Cryptocurrency Listing App, URLNetworker (In progress) , google-search-clone , dictionary app …

TOOLS: Linear, Gleap, Jira, Google Analytics, MixPanel, HotJar, Clarity, Optimizely, Github Actions, Semrush, Ahrefs, Hubspot, Figma