Merve Terece Yigit

Digital | Product Professional

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SUMMARY

Driven Digital Product Professional with a talent for turning data into actionable outcomes. I've led user-centred projects, built strong B2B relationships, and founded an AI-powered platform that resulted in a successful product exit. Focused on innovation, customer satisfaction, and delivering measurable business results.

EDUCATION

Yildiz Technical University

Bachelor of Arts - BA Visual Communication
2013 – 2018

BrainStation

Product Management
London Campus
2024 - 2025

SKILLS

- Product Management
- Agile Methodologies
- Salesforce, JIRA, Atlassian Suite
- Scrum Framework
- Stakeholder Management,
- HTML and SQL, KPIs & ROI Tracking
- CRM Systems, SEO/SEM
- Google Analytics, Google Ads, Paid & Organic Social Media Strategy
- UX/UI Collaboration, Wireframing
- Product Roadmapping, A/B Testing
- User Research, Persona Development
- Agile Project Management
- Cross-functional Team Leadership.

CERTIFICATIONS

- Increase SEO Traffic with Wordpress
  Coursera | Online
  Issued Oct 2024
- SEO Crash Course
  Semrush | Online
  Issued Aug 2024
- Promote a business with online advertising
  Google Digital Garage - Skillshop | Online

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Hurley House Ltd. | 2023 - Present

📈 Developed strategic initiatives to drive brand growth.
🎯 Leveraged data and analytics to optimise marketing campaigns.
✍️ Crafted content strategies to enhance brand voice.
🔧 Improved SEO/SEM to boost online visibility.
🌐 Executed PPC/CPC campaigns to increase conversions.
💻 Built and maintained WordPress website for seamless user experience.
📧 Implemented targeted email marketing to drive customer loyalty.
📲 Developed a mobile app for takeaway service to enhance customer convenience.

Co-Founder | Product

naap.io | 2021 - 2023

👥 Led a team of 6, including UI/UX designers, frontend, and backend developers.
🌱 Secured acceptance into both an incubator and accelerator.
🔄 Pivoted UI/UX each quarter to adapt to evolving user needs.
🏆 Achieved a successful exit through these iterative improvements.

Product Consultant

Upwork | self-employed | 2021 - 2023

🚀 Created product roadmaps with cross-functional teams, aligning with strategic goals.
🎯 Prioritised MVP features to fast-track market entry and deliver core user value early on.
🔍 Resolved customer pain points using research and feedback to improve satisfaction.
🏗️ Led product development for Evernote, Google Maps, Cohabs, and VSCO, using Agile and Scrum to ensure timely delivery.
📊 Used KPIs and data insights to optimise functionality and align with user and business needs.
📅 Managed the entire product lifecycle, focusing on iterative development and frequent releases.
📋 Coordinated with design and development teams to ensure the product vision was executed effectively.
🎨 Worked with design teams to create user-friendly wireframes and UI, addressing key pain points.
☘️ Executed GTM strategies, aligning teams for successful launches.