



Şebnem KÖŞKER

SOFTWARE ENGINEER | PRODUCT
MANAGER | PROJECT MANAGER | AI
RESEARCHER | QA ENGINEER

Details

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NATIONALITY
Turkish

Links

[Linkedin](#)

Skills

Software, AI & E-commerce
Project Management

Software QA & Testing

Product Management

Agile Testing

API Testing

Manual Testing

Functional Testing

Automated Testing

System Testing

Mobile Testing

Test Planning

Test Execution

User Acceptance Test

Agile Methodologies

Jira

ClickUp

Profile

I'm a Software Engineer, Product & Project Manager with **5+ years** of experience, specializing in AI, RPA, Marketing, Software and E-commerce domains. Fueled by curiosity and a passion for innovation, I specialize in building, coaching, and leading teams at the intersection of technology and people. I cultivate a culture of self-organization, ownership and accountability.

Beyond my professional endeavors, I'm a socially conscious individual with a vision to explore diverse cultures, connect with new people and contribute positively to the global community. I'm driven by a commitment to humanitarian causes and aspire to be a beneficial force in the world.

[Portfolio Website](#)

Specialties:

- Excellent knowledge of Project Management principles, methods, tools and techniques
- Preparation and control of processes for creating and implementing technical documents, encompassing project management essentials like; PPM, PMP, SRS, SDD, Responsibility Matrix, Risk List, Closing Risks, RMP, Project Scope Management, Change Management Plan, Work Breakdown Structure Dictionary, Project Charter, Make or Buy Analysis, Quality Checklist, Cost Baseline, Stakeholder Analysis, and Communication Management Plan
- Software Quality Assurance & Testing
- Software Development (Python, C, C++, Java)
- Restful API Tests with Postman
- IOS and Android Mobile Application Tests
- Software Requirements and Analysis
- Object Oriented Programming
- Effective use of project management tools/software such as **Jira, Monday, Trello, ClickUp, GitBook and Confluence.**
- Digital Marketing
- Community & Content Management

Employment History

AI & RPA Process Analyst, Turkcell, Nicosia

FEBRUARY 2024

- Developed and implemented process control strategies to reduce process variability and improve process stability.
- Conducted root cause analysis to identify and resolve process-related issues, resulting in improved process efficiency and cost savings.
- Developed process models and simulations to predict process performance and identify potential bottlenecks.
- Robotic process design was carried out in accordance with the requests from different teams.
- Used data analysis to identify process inefficiencies and develop solutions that improved process flow.

Software Project Manager (Short Term Contract), Weptile, Izmir

DECEMBER 2023 – MARCH 2024

Trello

Monday

Miro

Confluence

Postman

Notion

Figma

MeisterTask

TestRail

Selenium

TestFlight

LambdaTest

Analytical Skills

Project Management Skills

Technological Feasibility Studies

Advanced Software System
Knowledge

Knowledgeable in User Interface/
User Experience

Objected Oriented Programming

Business Development

Google Docs

Ability to Work in a Team

Good Communication

Strong Presentation Skills

Online Meeting Management

Social Media Management

Content Management

Community Management

I worked as a Project Manager in the control and management project for marinas named Sharper.

- Led the development team, ensuring effective communication and collaboration to meet project objectives.
- Implemented agile methodologies to streamline project development, resulting in improved efficiency and faster delivery times.
- Utilized ClickUp and Jira to prioritize tasks, allocate resources effectively, and track project progress.
- Established a robust bug tracking and resolution process, reducing the number of critical issues and enhancing overall product quality.
- Acted as a liaison between the development team and clients, gathering requirements, providing updates, and addressing concerns promptly to ensure client satisfaction.
- Developed comprehensive feature plans based on market analysis, user feedback, and stakeholder input, guiding the development roadmap and product direction.
- Managed project timelines and budgets effectively, identifying potential risks and implementing mitigation strategies to ensure on-time and within-budget delivery.
- Conducted regular sprint retrospectives to evaluate team performance, identify areas for improvement, and implement corrective actions to optimize future sprints.
- Fostered a culture of continuous improvement within the development team, encouraging innovation, knowledge sharing, and professional growth.
- Collaborated with cross-functional teams, including design, QA, and product management, to align project goals and deliver high-quality software solutions that meet customer needs and exceed expectations.

Project Manager, KizlarSoruyor.com, Clayton

MARCH 2019 – FEBRUARY 2024

Project Manager

- Managing the design and development of advertising campaigns sold on the KizlarSoruyor website,
- Identifying and reporting project risks and monitoring them,
- Coordinating the development of Rich Media projects from start to finish ensuring coordination of teams based on project requirements,
- Coordinating and leading team meetings,
- The ability to communicate technical information clearly and succinctly to both technical and non-technical team,
- Provide guidance and support to product owners with intra-team dynamics with respect to priorities and scope,
- Ability to handle multiple client and internal projects, roles and responsibilities,
- Determining the live features of new advertising campaign projects from the sales team and ensuring control during implementation,
- Monitoring and reporting to management on the progress of all project activities, including significant milestones, and/or any conditions that could affect project cost or schedule,
- Planning the sprint for advertising campaign projects,
- Knowledge of UI/UX design and flows, APIs, Web and Mobile software development,

Languages

English

German

Italian

- Demonstrable skills and experience in facilitation and storytelling,

BiBilen Project Specialist

There is a huge community in KizlarSoruyor who seeks answers to guide them in every subject and wants to be informed; We said that there should be a "BiBilen" power that has authoritative and sincere views that can provide trust with its knowledge, areas of expertise and experience, and we implemented the BiBilen project.

In the BiBilen project, which blends the power of digital with the format of Kizlarsoruyor.com, we bring together our users and BiBilens in live and video/audio format for questions about health, diet, make-up, yoga and any other subject you can think of.

Senior Community Editor & Content Manager

- Working with the different departments such as Product, SEO, Marketing, Community and Content teams. (Content and community management, editing of highlights content, editing push notifications and analyzing popup content moderation, support, making A/B tests, Cohort analysis, SWOT analysis, product development suggestions, SEO optimizations, supporting growth strategies etc.)
- Supporting Community development processes for the company's future goals.
- Creation and management of the editorial plan
- Check the indexing of sites
- Selection and coordination of Web Editors
- Search and selection of news
- Writing and publishing articles and interviews
- Social media management
- Preparation, correction, optimization and control of SEO and marketing oriented texts.

Also, I had a key role at KizlarSoruyor BiBilen's projects. (Observing user behaviors on the site (events), making conversion rate-oriented analyzes, organizing and following the consultation processes, prepare category-based reports, provide support to improve the user experience (testing, feedbacks etc.), project improvement using Agile methodology, support the creation of growth strategies, executing business development processes.)

Software & E-commerce Project Manager, Top Ten Trade, California

MAY 2023

- Development of software product that we synchronize customer orders in Amazon Marketplace for operational purposes such as automation and reporting
- Amazon listing creation, management and optimization
- Working with in house designers on listing content and Ad content
- Product research assistance for sister brands
- Measure KPIs and report back to leadership team
- Developing and executing projects in line with company strategies and business requirements
- Amazon content management (Stores, A+ content)
- Developed a series of product descriptions for an e-commerce website that increased conversion rates by X%
- Paid marketing optimization for new product launches
- Developing and maintaining supplier relationships

- Developed and maintained project schedules using project management software, resulting in more accurate estimates and timelines

Product Project Manager, MenkulPort, Nicosia

OCTOBER 2022

- Execution of analyzing market trends, benchmarking, and competitive analysis processes.
- Contributing to product definition, development and strategic planning.
- Working with different departments within the company such as Product, Marketing, SEO, Content Creative teams.
- Supporting product development processes for the company's future goals.
- Managing of product development projects.
- Preparation of test scenarios to eliminate errors and execution of integration, system, acceptance, smoke, regression, stress and performance tests.
- Reporting to COO.
- Planning, executing and analyzing content strategies.
- Preparation of software requirements and high level requirements technical documentation.

Product Specialist, GirlsAskGuys.com, Clayton

OCTOBER 2021 – JULY 2022

- Product management of KizlarSoruyor.com, BiBilen.net (Turkey), ErkeklerSoruyor.com (Turkey), GirlsAskGuys.com (US Market), and EllasSaben.com (Latin America).
- Defining the product strategy and road map.
- Working with developers and product team to improve test processes.
- Carrying out manual testing processes of products/services.
- Reports and visualizing test results.
- Preparing the necessary documentation and test scripts.
- Coordinating the development team with the Product Manager by Creating Sprints and Release Management in JIRA.
- Developing, maintain and execute functional, regression, integration and end-to-end tests.
- Balancing Content, Design, SEO, Community, Fulfillment, and Sales Teams.
- Managing all aspects of in-life products, including customer feedback with the Product Manager.
- Highly effective usage of the JIRA tool to favor Agile Methodology.
- Release Management of mobile applications (Google Play and App Store)
- Ensuring that technical integrations are properly managed.
- Implementing AI into the decision processes (especially natural language process into text data)
- Making analyzes to support machine learning studies for Sentiment Analysis, Spam Detection, Content Categorization, Similarity Analysis.
- Analyzing and interpret data and reports to identify trends, issues and opportunities to gain insight about how to improve overall performance.

Software Quality Assurance Tester, Glocalzone, Tallinn

JULY 2022 – JANUARY 2023

- Leading test processes, integrating STLC roadmap with development team.
- Creating scalable, maintainable, and distributed test frameworks (test plans and test cases).
- Reviewing requirements documents, and creating and executes test cases to ensure the developed functionality conforms to the specified requirements.

- Developing, maintain and run functional, regression, integration and end-to-end testing for mobile and web.
- Documenting and solving test problems (Responsibility for determining best practices in software testing processes)
- To be a part of the Release Management Process in JIRA by working in coordination with the product manager and development team.
- Effective use of the JIRA tool to support the Agile methodology.
- Diagnosing complex production issues.

Independent Contractor, Upwork, New Jersey

MARCH 2019

Rated contractor at Upwork:

- Manual Testing
- Alpha Testing
- Beta Testing
- UI Testing
- Evaluated the bugs after all the test scenarios done tested.
- To ensure that system runs correct.

Long Term Digital Product Intern, Vodafone, Nicosia

APRIL 2022 – OCTOBER 2022

- The determination of strategies for the creation of existing digital channels (website & mobile application) and new channels to be developed.
- To make analysis studies for the renewal of the website and e-shop.
- The generation of ideas related to channels and the management of the entire life cycle, from conception to end-of-life, of both existing digital channels (website and mobile application) and newly developed channels.
- The preparation of the necessary text for effective communication of products and campaigns on digital channels, in collaboration with relevant teams. The development of pages to be launched before the campaign.
- Making store visits to identify development areas and explore opportunities to transfer into concrete
- action plans.
- Day-to-day coordination with the segment marketing communication team to orchestrate development of segment marcomm assets, including all sales and partner enablement materials and global prime segment pages.
- Integrating sales and marketing activities to maximize customer satisfaction.
- Developing new business improvement opportunities, business plan improvement opportunities and business plans for customers.
- To provide high quality service to current customers by investors.
- Brief the development assets and make strategic plans in close collaboration with designers, corporate communication and sales team.

Technical Product & Test Engineer Intern, Microfon, Istanbul

DECEMBER 2021 – MAY 2023

- Black-box Testing
- Acceptance Testing
- Alpha Testing
- Beta Testing
- Production Testing
- UI Testing

Campus Representative, Yazılım Köyü, Istanbul

SEPTEMBER 2021 – JUNE 2022

“Yazilim Koyu” is a social responsibility project in Turkey for people of all ages who want to produce and export software and develop themselves and become professionals. As a campus representative, I help students who want to improve themselves in software at the university.

- Participate in works that will increase technological literacy
- To communicate with lecturers from my own university and many universities in Turkey
- To take part in the organization team of the software, mentoring, training and events organized within the Yazilim Koyu.
- Reaching and coordinating the participants and strengthening the communication network.
- Participating in webinars in the field of software and integrating it into the campus by make strategic planning.

Education

Software Engineering Bachelor Degree, Eastern Mediterranean University, Famagusta

Software engineering department of the university is accredited by ABET.

Courses

API And API Testing, BTK Academy

Software Testing Specialist Training, Udemy

Software Test Automation, BTK Academy

CyberOps Associate, Cisco

CCNA: Introduction to Networks, Cisco

NDG Linux Unhatched

Introduction to Cybersecurity, Cisco

Agile Project Management, BTK Academy

Java 101, Turkcell

Website Usability, BTK Academy

Fundamentals of Digital Marketing, Google

Influencer Marketing & Community Management, Happy Academy

Artificial Intelligence for Everyone, METU

Projects

Text Summarizer Mobile Application Project - Project Manager

OCTOBER 2022 – JUNE 2023

As the Team Leader and Project Manager of my graduation project, the Text Summarizer, I led a dynamic team in harnessing the potential of Artificial Intelligence. This innovative project utilized cutting-edge Natural Language Processing (NLP), machine learning, and text processing techniques to deliver highly accurate summaries of textual content. Our collaborative efforts resulted in a user-friendly platform for text summarization, integrating Python (Flask), SwiftUI, Firebase, and mobile application development.

Our application provided precise summaries and offering customizable keyword

filtering. The summarization process was powered by advanced techniques such as text vectorization using TF-IDF, part-of-speech (POS) tagging, keyword extraction, and information retrieval. An effective summarization procedure was achieved through a combination of greedy and clustering approaches.

In terms of efficient project management, we relied on the Program Evaluation Review Technique (PERT) and the Constructive Cost Model (COCOMO) for accurate time and cost calculations. The development process embraced the Scrum method, which allowed us to adopt an iterative and agile approach.

The Text Summarizer represents a significant breakthrough in AI-powered text summarization, data processing, and information extraction. Its impact is underscored by a comprehensive list of keywords, including Text summarization, NLP, mobile app, text processing, prioritization, keyword extraction, POS tagging, information retrieval, TF-IDF, machine learning, text vectorization, data analysis, greedy approaches, clustering approaches, sentence grading, tokenization, F-score metric, Scrum method, COCOMO, and PERT calculation.

Lancaster University Website Testing - Test Lead

Together with my teammates, we tested it on Michigan State University's performance, image, speed, efficiency and created a report with its successes and shortcomings.

References

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