

Berkay Vuran

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Highly accomplished Senior Product Manager with **over 5 years** of diverse experience in **product management**, **project management**, **product ownership**, and **business analysis** combining a robust foundation in **psychology** and **organizational behavior**. Expertise in **CRO**, **CX**, **SEO**, **ML**, and **AI** solutions, coupled with multiple proven knowledge with certifications such as **PSPO™-I**, **PSM™-I**, **PAL™**, **PSU™**, **PSFS™**, and **PSD™**.

Motto: Transform complex challenges into streamlined, **user-centric** solutions that drive **progress** and **innovation**.

EXPERIENCE

Emlakjet (iLab Ventures) | Top Proptech in Türkiye **İstanbul, Türkiye (Remote)**
Senior Product Manager *2022 - Present*

- Boosted listing page primary CR (**B2C to B2B interactions**) by **35%**, detail page CR by **12%**, and listing-to-detail transition by **9%** through neuropsychological-based **CRO** and **UX** techniques.
- Implemented precise targeting strategies with the same budget leading to a **22%** increase in paid and **14%** in non-paid traffic using **SEO optimization** and **predictive analysis** techniques surpassing market growth rates.
- Created a detailed **R&D** product development roadmap for projects such as **suggestion engine**, **LLM**, **chatbot**, **object detection**, and **image enhancement**, guiding successful project execution for **40+ engineers**.

Miul | Most Innovative Educations & Networking Platform **Uppsala, Sweden (Remote)**
Individual Contributor *2023 - 2024*

- Generated online education programs within the product ownership & management scope.
- Focused these areas: Data-driven product development, Scrum product ownership, user experience, product metrics, product ownership carrier pathway, and AI solutions for product ownership.
- Uçtan Uca Product Ownership

Navlungo | Deloitte Fast 50 Winner E2E Logistics Orchestrator **İstanbul, Türkiye (Remote)**
Product Owner *2021 - 2022*

- Reached more than **70,000** customers, **1,000,000** transactions, **3** service area continents, and **230** countries.
- Conversion & funnel optimization (with Google Analytics & Hotjar) for zero churns and **100%** retention.
- Directed development process of a fully-featured new product 'deliver.ist' in **3 months**.
- Increased overall sales volume by more than **150%**.

Turkish Ministry of Health | Public Sector **Ankara, Türkiye**
Product Owner & Business Analyst *2019 - 2021*

- Created business intelligence dashboards for over ministerial level insights with Microsoft Power BI & Turboard SINA & MSSQL Server & PostgreSQL & PL/SQL.
- Led the technical call center architecture & UML diagrams of the ALO184 SABİM which aims to strengthen communication between patients and healthcare professionals and it has approximately **6,000,000 users** per year.
- Crafted all of the user cases and scenarios of the Meeting Point Web Application aims to strengthen relationships between healthcare professionals and high-level managers and, it has approximately **100,000 users** per year.
- Organized business & technical logics of the Health Survey Web Application which aims to collect data from patients and healthcare professionals and it has approximately **40,000 users** per year.

EDUCATION

Hacettepe University *2019 - 2024*
MSc, Organizational Behavior (High Honor)

Anadolu University *2020 - 2022*
ASc, Web Design and Development (Honor)

Hacettepe University *2013 - 2017*
BSc, Psychology (High Honor)