

# Atamert Peker

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## PROFILE

Computer Engineering and MSc Marketing graduate from Queen Mary University of London, combining technical expertise in React Native, iOS/Swift, JavaScript, and Python with strengths in marketing, communication, and analytics. Built and scaled apps for tens of thousands of users while researching how storytelling, consumer behaviour, and digital strategy shape loyalty. With strong AI and analytics expertise, I turn complex tech into solutions that enhance experience, engagement, and growth.

## PROFESSIONAL EXPERIENCE

### React Native Developer

Anadolu Sigorta

2022 – 2024 | Istanbul, Turkey

- Developed and maintained two mobile apps, delivering policy purchase/management, hospital booking, real-time updates, and over 10 REST API integrations. Optimised UI/UX & performance to reduce booking times and improve accessibility, serving 50k+ customers.
- Led iterative delivery in Agile/Scrum squads with PM/Design; enforced Git/CI/CD and code reviews to maintain cross-platform consistency, and reduced service calls across apps used by 100k+ policyholders.

### iOS Developer

Anadolu Sigorta

2021 – 2022 | Istanbul, Turkey

- Built and launched the Biz Bize corporate communications iOS app for 5k+ employees, delivering event notifications, meeting reservations, and departmental collaboration; optimised UI/UX & performance to lift daily active users.
- Partnered with a team of 5+ developers, ensuring compliance with Apple guidelines and implementing Git-based workflows to improve code quality.

## EDUCATION

### Masters of Science, Marketing

Queen Mary University of London

2024 – 2025 | London, UK

### Bachelor of Science, Computer Engineering

Bahcesehir University

2018 – 2022 | Istanbul, Turkey

## PROJECTS

### Sagligim Cepte - React Native App

Health Insurance App

2024

- Rebuilt the React.js front end, enabling policy purchase and hospital booking via 10+ API integrations with private hospitals.
- Delivered a full revamp in 4 months within a 20-member Agile team, applying iterative development and daily standups.
- Improved UI performance, accessibility, and cross-platform consistency, reducing booking times by 25%.
- Ensured seamless backend integration, strengthening digital adoption across web and mobile ecosystems.

### Juno - React Native App

Cross-Platform Insurance App

2023 – 2024

- Coded and deployed a cross-platform insurance app for health, auto, pet, and device policies, serving 50k+ customers.
- Implemented UI components and workflows for policy purchase, management, and real-time updates, ensuring device compatibility.
- Collaborated in a 10-member Agile team to deliver scalable features and maintain performance standards.
- Enhanced customer journey through UI/UX, leading to a 35% increase in accessibility and 80% user satisfaction improvement.

### Biz Bize- iOS App

Corporate Communication App

2021 – 2022

- Built an iOS corporate app for 5k+ employees, enabling event notifications, meeting reservations, and departmental collaboration.
- Designed scalable architecture and intuitive workflows, improving adoption and long-term usability.
- Focused on UI/UX enhancements and performance optimisation, increasing daily active usage by 25%.
- Applied Agile practices and Git-based workflows, gaining experience in the mobile development and deployment lifecycle.

### SBM In Action: Digital Industry Project

- Served as Consultant and Team Lead with a US-based client, delivering an in-depth industry report and strategic recommendations.
- Served as direct point of contact with the client, managing communications, feedback, and deliverables to ensure business alignment.
- Directed a team of students, overseeing project planning, research, reporting, and presentations, ensuring on-time delivery.
- Applied research and analysis to address an organisational challenge, strengthening leadership, client engagement, and collaboration.

## CERTIFICATES

- SBM In Action Digital Industry Project Completer
- Professional Scrum Master 1
- Business Plan Bootcamp
- AI Prompting Skills in Marketing
- Fintech Istanbul Blockchain 101
- IELTS Academic
- Mintel Platform