

# Atamert Peker

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🔗 <https://kw4nte.github.io/>

## SUMMARY

Business-oriented Computer Engineering and MSc Marketing graduate from Queen Mary University of London, positioned at the intersection of technology, strategy, and commercial decision-making. Experienced in delivering digital products and consulting-style projects within large corporate and regulated environments, translating complex data, systems, and user needs into measurable business outcomes. Brings a partner mindset to cross-functional teams by combining analytical rigour, stakeholder communication, and execution discipline to support growth, efficiency, and customer engagement across enterprise organisations.

## AREAS OF EXPERTISE

### PROFESSIONAL SKILLS

Business Analysis | Strategy Support | Management Consulting Projects | Stakeholder Engagement | Data-Driven Decision Making | Digital Transformation | Market & Industry Research | Process Optimisation | Cross-Functional Collaboration

### TECHNICAL & ANALYTICAL SKILLS

Advanced Excel | SQL Fundamentals | Data Interpretation | Product & User Analytics | Digital Platforms | API-Driven Systems | Agile Ways of Working | Presentation & Reporting

## PROFESSIONAL EXPERIENCE

### React Native Developer

2022 – 2024 | Istanbul, Turkey

Anadolu Insurance Company

- Accomplished improved digital customer journeys and service efficiency, as measured by reduced booking friction and increased feature adoption among 50k+ active users, by delivering and optimising two production React Native applications with 10+ REST API integrations, analysing usage metrics and summarising insights to support business decision-making.
- Accomplished stronger cross-functional alignment and more informed product decisions, as measured by smoother releases and reduced post-launch support dependency, by structuring business requirements, prioritising features, and supporting stakeholder decision-making through Agile delivery and cross-functional collaboration.

### iOS Developer

2021 – 2022 | Istanbul, Turkey

Anadolu Insurance Company

- Accomplished higher internal engagement and communication effectiveness, as measured by increased daily usage across 5k+ employees, by building and launching the Biz Bize iOS application and supporting digital adoption initiatives aligned with internal communications and engagement objectives.
- Accomplished improved delivery reliability and code quality, as measured by compliant App Store releases and stable production performance, by applying structured Swift development practices, Git-based version control, and disciplined release processes within a 5+ developer team.

### Consulting Project Lead

2025 | London, United Kingdom

SBM In Action: Digital Industry Project

- Accomplished clear strategic direction for a US-based client, as measured by executive acceptance of final recommendations, by conducting structured market and competitive analysis, synthesising qualitative and quantitative data, and translating findings into actionable business insights and strategic recommendations.
- Accomplished effective stakeholder alignment and on-time delivery, as measured by positive client feedback and scope adherence, by structuring client communications, synthesising qualitative and quantitative research, and coordinating team outputs into an executive-ready report.

## EDUCATION

### Masters of Science, Marketing

2024 – 2025 | London, UK

Queen Mary University of London

### Bachelor of Science, Computer Engineering

2018 – 2022 | Istanbul, Turkey

Bahcesehir University

## 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