

Mustafa Hepekiz

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Senior Full Stack Engineer

Software Development | Team Leadership | Engineering Design | Technical Innovation |
System/Security Architecture

PROFESSIONAL SUMMARY

As an accomplished Full-Stack Web Developer and Architect, I bring a wealth of experience in modernizing technology stacks and leading Full Stack web development teams to achieve strategic goals. My background in architecting and building scalable web applications, particularly within the start-up tech industry, equips me to drive the complete web stack and technical strategy, ensuring rapid development and delivery.

I have a proven track record of leading teams to design, build, test, and deploy high-quality code with a strong emphasis on security, scalability, performance, and CMS management, serving as The Team Lead, Web Development. My expertise extends to developing websites, integrating third-party services seamlessly, implementing robust web security measures, and navigating complex projects to successful completion with minimal oversight.

As a leader, I am committed to defining and executing web development strategies that enhance performance, security, scalability, and conversion rate optimization while incorporating Agile methodologies. My hands-on approach to coding ensures that I stay deeply involved in the technical aspects while guiding my team to deliver exceptional results. I excel in problem-solving and fostering an environment of innovation and collaboration, driving my team to develop efficient, forward-thinking solutions that align with business goals, including web translation and localization efforts.

With a deep understanding of web technologies, jQuery, SEO principles, A/B testing, responsive design, and User Acceptance Testing (UAT), I develop and implement comprehensive test plans to ensure the highest standards of code quality and user experience. My leadership skills, grounded in a strong foundation in computer science, are complemented by my ability to work autonomously, staying ahead of industry trends and continuously improving processes. Additionally, I am dedicated to quality assurance, ensuring that all aspects of development meet rigorous standards to deliver top-tier web solutions.

AREAS OF EXPERTISE

Web Development | Full-Stack Development | CMS Management | Agile Methodologies | UX/UI Design | Front-End & Back-End Development | Scalable Web Architecture | Cloud Infrastructure (AWS) | Security Enhancements | SEO Optimization | Code Reviews | Database Management |

WORK EXPERIENCE

Senior Software Engineer

Cisco Systems - San Jose, CA | April 2022 – Present

- Led security operations by adhering to OWASP Top 10 guidelines and playing a key role in a successful Bug Bounty program, fortifying web applications against vulnerabilities.
- Directed a team of five engineers in the strategic migration of a product catalog from a custom-built system to a modern platform, improving user experience and operational efficiency.
- Optimized the codebase and managed CI/CD pipelines for smooth, error-free deployments across all environments, enhancing development speed.
- Administered Akamai DNS and redirection strategies, optimizing website performance and enhancing user experience.
- Led GDPR compliance integration using OneTrust, ensuring user data privacy and adherence to regulatory standards.
- Addressed complex GTM tagging issues on meraki.com and meraki-go.com, improving data tracking precision and analytics.
- Directed the recreation and migration of the corporate blog, enhancing performance and accessibility.
- Revolutionized content deployment by introducing an 'environment switching' model, reducing team size and doubling deployment frequency.
- Oversaw a strategic overhaul of the product catalog architecture, reducing product addition time significantly.
- Developed a JavaScript-based solution for legacy support pages, enabling seamless redirection to new URL paths.
- Migrated services to Google Cloud Platform, achieving 100% uptime performance with a real-time monitoring system.

Software Engineer

Alation Inc - Redwood City, CA | August 2021 – April 2022

- Enhanced websites using Headless WordPress and Contentful, deploying, configuring, and debugging digital marketing tools such as HubSpot, Google Tag Manager, and Google Analytics.
- Optimized mobile and desktop website speeds dramatically on Google PageSpeed Insights, significantly improving user experience and SEO.
- Developed and implemented a disaster recovery plan, restoring website operations within 30-45 minutes under adverse conditions.
- Reviewed options such as Drupal and Vue.js to determine the best tools for high-performance solutions.

- Designed and executed QA plans for website maintenance and testing, ensuring high standards of quality.
- Revitalized web environments through codebase assessments and strategic optimizations, achieving substantial performance improvements.

Software Engineer

FIXD Automotive – Atlanta, GA | January 2021 – August 2021

- Achieved a 300% improvement in PageSpeed Insights, enhancing website loading speed and user satisfaction.
- Continuously optimized FIXD.com using Webflow, focusing on user experience and visual appeal.
- Developed and implemented a new buy box design using JavaScript, CSS, and HTML, boosting user engagement and conversion rates.
- Launched FIXDapp.com/Blog with a new WordPress template, streamlining content management.
- Developed an efficient URL shortener under the fixd.me domain, strengthening link management and branding.

Digital Marketing Trainer

Google | May 2017 – July 2019

- Developed and presented strategic initiatives to strengthen customer engagement, leading workshops on digital marketing strategies.
- Provided technical leadership in enhancing client presence on Google platforms, optimizing visibility and performance.
- Regularly updated training materials to maintain relevance and effectiveness.

EDUCATION

General Assembly – Software Engineering Immersive Program

Dokuz Eylul University – Bachelor of Science in Business Administration

TECHNICAL SKILLS

JavaScript (ES6+), TypeScript, React, Node.js, Python, MySQL, PostgreSQL, MongoDB, RestAPI, Amazon Web Services (AWS), Akamai Technologies, Adobe Experience Platform, Tealium, Cybersecurity, Search Engine Optimization (SEO), Jira, Asana