

İletişim Bilgileri

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www.linkedin.com/in/mehmet-arif-senol (LinkedIn)

En Önemli Yetenekler

Microsoft Azure

Digital Marketing

Cross-functional Team Leadership

Languages

Turkish (Native or Bilingual)

English (Full Professional)

German (Elementary)

Certifications

The Open Group Certified: TOGAF®
9 Certified

Microsoft Certified: Azure
Fundamentals

M. Arif Senol

.NET / Azure, Lead Developer / Tech Lead. TOGAF certified EA.
Data & Analytics expert
Londra, İngiltere, Birleşik Krallık

Özet

20+ professional experience in IT & Software industry with MBA.

Besides managing technology teams, I believe in true leadership & mentorship which reveals the potential of team players.

I am a passionate creative, strategist, evangelist on digital marketing, digital transformation, web development, big data, advanced analytics, data driven creativity and creative technology.

Strong storytelling, coaching & leading clients from pre-sales (pitching) to always on business.

Mentored and coached various startup projects (e-commerce, online ads etc) in terms of technical architecture, business architecture, logistics, digital marketing strategies and infrastructure architectures.

Hands-on code, and loves software development (Microsoft stack .NET - C#, Angular, Typescript, previous java experience, mobile app dev - android-java, ios-swift, Azure, Optimizely). Great enthusiasm on learning & exploring new technology stack by seeking & reading.

Experienced in SDLC from analysis to design, implementation to evaluation. Used lean methodologies like Kanban and Scrum on various projects. Still novice on TDD techniques but eager to implement the TDD, BDD culture to the development team that I have been managing.

I lead major projects and creates the development and delivery of quality software solutions, in a timely and cost effective manner and always research alternative technical & creative solutions for changing business needs.

As a project management director, I am responsible for the overall project management function for the agency, providing leadership, coordination and management of the PM department and functions. I supervise and mentor the team that provides project management support functions. I lead multiple projects from inception to completion.

Manage technical challenges of applications and new product development - identify, communicate and manage all levels of risk to senior management.

I have ability to drive change, mentor growth and work in a team environment.

Deneyim

Leadport

Partner At Leadport

Kasım 2020 - Present (4 yıl 8 ay)

London, England, United Kingdom

Martech Consultancy Ltd

Founder & Director

Nisan 2019 - Present (6 yıl 3 ay)

London, United Kingdom

Royal College of General Practitioners

Senior Software Developer/Architect

Kasım 2023 - Mayıs 2024 (7 ay)

London, England, United Kingdom

Coloplast

Senior Episerver/Optimizely Developer - Tech Lead/Architect

Haziran 2022 - Ekim 2023 (1 yıl 5 ay)

Denmark

Working as a episerver/optimizely senior backend developer for a multi language/multi culture web site farm both for CMS and Commerce. Implemented %90 code coverage using Sonarcloud.

Built the product XML feeds and SEO optimizations for Episerver commerce using scheduled jobs.

Be a part of upgrading episerver CMS from 11 to 12 (.net 6.0 versions) and Commerce from 13 to 14.

Built integrations to Salesforce CRM through Mulesoft using Azure microservices/functions and CosmosDB and consumed them through Episerver. Play a role in the architectural decisions between Salesforce, Azure, email systems, Azure AD, and CosmosDB.

Implemented Azure AD for SSO and custom build HTML AD pages.

Worked with native mobile app developers/leads and helped architect the integrations between microservices, Azure AD, Episerver content/products, and native mobile apps.

Implemented Azure service bus for integrations to ERP systems.

Implemented FHIR integrations with EPIC health ERP.

Working in an agile environment (SAFe).

Karat

Technical Interview Engineer

Ekim 2021 - Temmuz 2022 (10 ay)

London, England, United Kingdom

Worked as a technical interview engineer and conducted more than 100 interviews.

The Wine Society (The International Exhibition Co-operative Wine Society Limited)

Episerver Commerce Developer / Tech Lead

Temmuz 2021 - Mart 2022 (9 ay)

London Area, United Kingdom

Adding new features and fixing bugs on Episerver CMS and Commerce part for thewinesociety.com. Introduced new scheduled jobs for 3rd party integrations, added complex queries to Find, and upgraded the cms/commerce to last minor versions.

Implemented the google tag manager / google analytics tracking for GA3 and GA4 including the cookie consent tool requirements and fixed the tracking bugs.

Mentoring/Coaching the internal team on both agile/scrum transition and Episerver CMS/Commerce technology.

St John Ambulance

Tech Lead / Lead Developer

Eylül 2019 - Temmuz 2021 (1 yıl 11 ay)

London, United Kingdom

Working in an agile environment both kanban/scrum as technical lead / lead developer.

Episerver CMS/Commerce development using asp.net/MVC, Vue.js front end.

Development of .net core rest APIs and upgrading them from version 2.2 to 3.1. Building and maintaining azure app services, azure functions, logic apps, azure containers.

Designing the full Azure devops CI/CD pipelines including containerization and azure container services.

Architecting and leading integration with backend systems (SAP integration both through APIs, direct DB connections and MAGMA, internal booking ERP systems, internal Event management systems, telephony, and payment systems like Smartpay).

Building automation test / load test environments using linux containers and grafana connected to Apache Jmeter.

Gryphen Ltd

Tech Lead

Eylül 2019 - Temmuz 2021 (1 yıl 11 ay)

London, England, United Kingdom

Building features for POS system with PHP backend APIs and React PWA front-end.

Solution design and architecting projects.

Casca Software

1 yıl 3 ay

Consultant & Mentor & Architect

Mart 2019 - Ağustos 2019 (6 ay)

London, United Kingdom

Continued consulting on the project after moving to London. More hands-on with the client.

Consultant & Mentor

Haziran 2018 - Mart 2019 (10 ay)

Istanbul, Turkey

Started to consult on a fin-tech project made for UK market. The project is on micro-services architecture and I am mentoring off-shore & remote developers and business stakeholders.

The project is built on .Net Core tech stack and planned to run on docker swarm inside a private cloud environment (on premise). I am consulting on the architectural decisions both for infrastructure and application level. Decided to use Redis cache for logging purposes, rabbitMQ for KYC and 3rd party payment service provider operations and sanction check apis, traefik for docker load balancing, prometheus & grafana for health & performance monitoring etc...

Established Azure API management integrations and implemented CI/CD on Azure (Jenkins setups), then re-setup CI/CD pipeline (Jenkins, GitHub) on the private cloud environment, started to plan proper unit testing procedures then started to evolve the culture to the TDD.

Consulting on QA automation, selenium test scenarios, sonarqube test coverage rates and Git push deliveries to dev & staging environments.

Consulting on the documentation (Architectural documentations, UML diagrams etc..)

Voden Leo Burnett

6 yıl 3 ay

Technology Group Director & Project Management Director

Nisan 2014 - Nisan 2019 (5 yıl 1 ay)

Istanbul, Turkey

Leading & managing technology team - web & mobile app development and full architecture (Front-end, back-end and android & IOS developers).

Leading & managing project management team (Agile & waterfall methodologies).

Provide day-to-day management of both technology and project management teams.

Create and manage IoT projects and creative technology projects.

Build-up McDonald's Turkey's digital sales (delivery services) by developing & launching new e-commerce software developed & designed from scratch in a very strict deadline.(from UX to infrastructure design).

Refactored all FIAT Turkey's lead generation process on digital presence from UX to software integration and doubled the digital lead counts along with actual sales from digital channels.

Lead enterprise, consumer web portal data science and analytics activities. Setup FIAT Turkey's all consumer sites' analytics mechanisms using GTM and CRM integrations. Lead FIAT on DMP integrations & setups (Oracle BlueKai and IBM watson DMP).

Deep understanding of digital & rich media technologies and strategies. As a google doubleclick studio evangelist, created first dynamic creative for Peugeot in Turkey. Implemented advanced digital ad & marketing scenarios for clients (THY, FIAT, TicToc)

Perform project estimation & scoping activities.

Work closely with creative & strategy team and clients to facilitate idea creation process and define clear and innovative execution paths.

Build long-term relationships with clients , by mentoring & coaching on their business models and evolve their way of doings.

Built several CMS websites using Umbraco.

Played the information security manager role and acquired the ISO 27001 certificate from Bureau Veritas audit.

Head Of Technology

Şubat 2013 - Nisan 2014 (1 yıl 3 ay)

Istanbul, Turkey

Team leading of software developers of the agency.

Provide day-to-day management of technology team.

Leading and managing digital projects such as social apps (facebook apps, twitter apps etc.) micro web sites, corporate CMS platforms, e-commerce solutions, mobile apps (IOS). Deep knowledge of social media API's and mechanisms.

Hands-on development of software products(.Net, javascript, jquery, css and advanced relational database usage, architecturing)

Managing outsource & freelance network of software developers.

As a creative team and board member , define & create new service,product offerings and improve agency's technical & creative expertise.

Teknoloji Bilişim

Co-Founder & Partner

Eylül 2008 - Şubat 2013 (4 yıl 6 ay)

Istanbul, Turkey

Founded the start-up company which got startup funds and location support from KOSGEB with LMS (location management system) project, primarily located at Bogazici University techo-park. Did research & development and developed lms SAAS applications using mobile operators location services with a team of 3-4 developers.

Became mobile operators SMS partners (first Turkcell then Turk Telekom), developed sms delivery service and platforms for the company.

Re-developed my old companies (global securities) e-trade platform from the scratch using Asp.Net and Atp web services (erp base of trading platform)

Design & developed a full service e-commerce platform and build 20-30 ecommerce web sites using .Net.

Desing & developed &managed online booking web portal, integrated with 3rd party hotels providers and setup two way integrations both for data consume and booking mechanisms over api's. Also managed integrating the airline ticketing mechnaisms.

Developed custom software products for brands and agencies such as custom erp systems, cms solutions , intranet portals etc...

AcerPro Bilişim

Team Leader & Senior Software Architect

Mayıs 2007 - Nisan 2008 (1 yıl)

Istanbul, Turkey

Team leading and project management of online Insurance software. Both B2C and B2B parts are being developed (tekfensigorta.com.tr)

Integrating and migrating the online insurance system for HSBC bank to whole its branches (Bankassurance project). Project management of UA test processes with HSBC ITC team at India.

Desing & develop Albaraka Turk (a private bank) intranet portal using .Net. Integrate & develop various internal banking modules.

Software desing and development of Hurriyet's (biggest online & offline newspaper of Turkey) advertisement erp system.

Development of online survey system (for MedyaNET)

Development of online chat system using ajax & .Net.

Development & analysis & software architect of various corporate cms web sites using .Net & Mssql server (self invented & founded cms system)

Netron

Senior Software Engineer

Ekim 2006 - Mayıs 2007 (8 ay)

Istanbul, Turkey

Software development of Netron-CMS system & framework for tff.org (Turkish football federation's web site) using .Net framework 2.0 and C#.

Software design and development of Intranet project for Sanovel (a pharma company)

Developed some parts of LMS (Learning management system) for Citibank Turkey Lms project.

Netwise - Praksis

Development Team Lead

Ekim 2004 - Temmuz 2006 (1 yıl 10 ay)

Istanbul, Turkey

My first digital agency experience. I Developed&designed ASP.NET, C#, VB.NET projects using MSSQL and ORACLE DB for digital clients (Akbank, Deloitte Turkey, Koç Allianz, Abank). Re-engineered current ASP web sites adding functionality to them.

I also team lead of 3-4 developers. I was responsible for analysing & management of the projects, too.

Global Menkul Değerler

Project Manager & Senior Software Engineer

Ağustos 2000 - Ağustos 2004 (4 yıl 1 ay)

Istanbul, Turkey

Started as a project manager for enterprise financial applications and as a part of my job I managed to travel abroad to find talented people & companies which the company hired. I managed those multinational teams & companies to build companies financial applications.

After the financial crisis the company managed to shut-down the outsource development and started to develop inhouse.

I developed visual basic applications & components. Design & develop corporate web site, intranet web site and sub brands web site using ASP and MSSQL Server (Cms systems).

Finally I developed e-trading platform of the company using JSP, servlets, java classes, struts framework and MSSQL running under web logic application server for 2 years.

MBS Group

Software Engineering Consultant

Eylül 1999 - Ağustos 2000 (1 yıl)

Istanbul, Turkey

Providing consultancy to banking sector with COOL:GEN case tool (CA corp.).
Worked as a consultant cool:gen developer using Allshare corp's banking solution "Questor" for Abank, developed the money transfer section of core banking system.

Eğitim

Yeditepe Üniversitesi

Master of Business Administration - MBA, Marketing/Marketing Management, General · (2002 - 2007)

Istanbul University

Bachelor's degree, Computer Science Engineering · (1995 - 1999)

Samsun Anadolu Lisesi

· (1988 - 1995)