

AI product builder and proven team leader. For 5+ years I have led sales & marketing operations teams in the Meta advertising ecosystem: up to 27 specialists, ~4,500 advertiser accounts and up to \$20M in quarterly ad spend, promoted three times in two years. In 2026 I built four AI products and a full-length AI music video. I combine people leadership with hands-on AI building and growth marketing.

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AI apps built in 2026

10+

Generative AI models
orchestrated

27

Team members led across
two teams

7+ yrs

Meta performance
marketing

SELECTED PROJECTS

AI Influencer App · AI content platform

2026

End-to-end system that plans, generates, quality-checks and distributes content for virtual influencer personas, with human approval before anything goes public. ~65k lines across server and app, 1,000+ automated tests and CI; 59 features delivered in two weeks by orchestrating a multi-agent Claude Code workflow.

[Python](#) · [FastAPI](#) · [PostgreSQL](#) · [React PWA](#) · [OpenAI](#) · [Gemini](#) · [Imagen](#) · [Veo 3.1](#) · [TikTok](#) & [Telegram APIs](#)

ViralVidz · Story-to-video AI app

2026

Mobile app that turns a written story into a finished vertical video: LLM scene planning, storyboard generation with an automated visual-QA loop, character consistency, clip generation with audio and beat-synced editing. Routes jobs across 10+ image and video models on local GPU, cloud GPU and Vertex AI with cost tracking.

[Expo](#) · [React Native](#) · [Node/Hono](#) · [ComfyUI](#) · [Veo 3.1](#) · [Wan 2.2](#) · [Flux](#) · [RunPod](#) · [ffmpeg](#)

TutorApp · Homework copilot for parents

2026

Parents snap a homework question and get a coaching plan tailored to their child; the app also checks handwritten answers, plans exam preparation and generates quizzes, aligned with the Berlin curriculum. Gemini and Claude with automatic failover, usage logging and daily limits. English/Turkish.

[Expo](#) · [React Native](#) · [Supabase \(Auth, Postgres, Edge Functions\)](#) · [Gemini](#) · [Claude API](#) · [Zod](#)

FoodApp · AI recipe app

2026

Photograph your fridge, AI detects the ingredients and suggests recipes with real YouTube videos. Guest-to-Google sign-in with data merge, privacy consent flow (KVKK), server-side AI quotas, English/Turkish.

[Expo](#) · [Supabase](#) · [Gemini Vision \(Vertex AI\)](#) · [Google Search grounding](#) · [YouTube Data API](#)

"Yüzleşme Vakti" · AI music video

2026

Wrote, directed and produced a full-length AI music video for my own song: consistent character across scenes, singing lip-sync from my own performance capture, 14 edit iterations and a cinematic grade.

[Veo 3.1](#) · [Wan Animate](#) · [MiniMax](#) · [Gemini & GPT image](#) · [Demucs](#) · [MediaPipe](#) · [ffmpeg](#)

FREELANCE

Upwork & independent clients

Remote

- Shopify store builds and marketing (e.g. KingKerosin.com), SEO strategy (CricketCo.be) and AI video generation, alongside my full-time role.

EXPERIENCE

Meta · Sales & Marketing Operations (via Concentrix)

Berlin, Germany

Team Leader, Sales & Marketing Operations

Aug 2021 – Present

- Lead two teams of Marketing Specialists (18–27 people) managing ~4,500 Meta advertiser accounts and up to \$20M in quarterly ad spend.
- Own hiring, onboarding, training and career development; built KPI tracking and performance-based reward systems.
- Turn performance data into sales and marketing strategy and report insights to senior management.

Associate Coach

Nov 2020 – Aug 2021

- Coached Marketing Specialists on campaign strategy and service quality; ran quality monitoring and feedback.

Marketing Pro – SMB / SME

Sep 2019 – Nov 2020

- Managed campaign strategy for 150–280 Meta advertisers per quarter (\$1.5–3M ad spend); drove adoption of Pixel, Conversions API and Catalog.

Booking.com

Berlin, Germany

Partner Service Specialist · Accommodation Service Executive

Mar 2017 – Mar 2019

- Supported accommodation partners with account and operational questions; promoted to Partner Service Specialist in 2018.

SKILLS

Leadership	Team leadership · People management · Hiring & onboarding · Coaching · KPI & incentive design
AI Development	Claude Code (multi-agent workflows) · Claude API · OpenAI API · Gemini / Vertex AI · Prompt engineering
Generative Media	Veo 3.1 · Imagen · GPT image · Flux · Wan 2.2 · MiniMax · ComfyUI · Lip-sync · AI characters
App Stack	Expo / React Native · React · TypeScript · Python / FastAPI · Node · Supabase · PostgreSQL · PWA · Git & CI
Growth & Marketing	Meta Ads · TikTok Ads · Google Ads · Conversions API · Shopify · SEO · Performance analytics

EDUCATION

Istanbul University

B.A. Business Administration · 2004 – 2008

Istanbul Technical University

Aeronautical Engineering · coursework through final year

Turkish Air Force Academy

Aeronautical Engineering · coursework through final year · 2000 – 2004

CERTIFICATIONS

Generative AI

What Is Generative AI? · Generative AI for Sales and Services Professionals · AI and Generative AI for Video Content Creation (LinkedIn Learning)

Marketing, E-Commerce & Design

Meta Blueprint (2021) · Ecommerce Fundamentals · SEO: Ecommerce Strategies · E-Commerce (2015) · Graphic Artist (2015)

LANGUAGES

Turkish	Native
English	Fluent (C1)

BEYOND WORK

Musician. Solo album *Yüzleşme Vakti* (2014) on [Spotify](#) and [YouTube](#).