

HAZAR ÜSTÜN

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EDUCATION

Boğaziçi University, Faculty of Managerial Sciences

Istanbul, Turkey | September 2020 – Expected June 2027

PROFESSIONAL SUMMARY

Business student who ships products. Over the past year, I have taken 12 consumer apps and web tools from idea to working product. These include AI-powered products, mobile game prototypes, and API-based automations, with three now in TestFlight beta. I define requirements, acceptance criteria, and edge cases, build with AI coding tools, and own QA and release checks. I came to product through marketing, growth, and analytics roles, where I worked on AI workflows, App Store Optimization, market research, growth metrics, and data-backed decisions.

PROFESSIONAL EXPERIENCE

AON

Istanbul, Turkey | January 2026 - Present

Strategy and Marketing Intern

- Designed and built an end-to-end AI video production workflow and internal platform used by Aon's Strategy and Marketing team to create client-facing training videos for digital products, combining ElevenLabs for voice generation, Gemini and Google Flow for visual and video creation, and Claude Code for platform development.
- Supported client acquisition across Aon's full product portfolio and solution lines by monitoring multi-channel performance across email, newsletters, the website, LinkedIn Ads, and events; consolidated campaign outputs from Italy and website analytics from Ireland for the Türkiye team, tracking click-through rate, engagement, conversion, lead generation, ROI, and client retention.

KRAFT HEINZ

Istanbul, Turkey | June 2025 - November 2025

Marketing Intern

- Built Kraft Heinz Turkey's full product catalogue from scratch, managing product data, visuals, mock-ups, and cross-functional delivery to support field sales and commercial teams; coordinated with U.S., European, and Asian offices on pricing and market research for CIS product launches; executed six marketing events in six months, including influencer shoots.
- Contributed to communication strategy and messaging for Burger King LTO campaigns.

DAPHNE CONSULTING

Istanbul, Turkey | October 2024 - March 2025

Business Analyst Intern

- Supported Hiwell's global growth through data-driven analysis of in-app metrics, identifying inconsistencies and optimization opportunities and building dashboards to improve conversion and marketing performance.
- Contributed to the development of an iOS and Android application for Beije, focusing on usability and customer engagement.
- Assisted in implementing AI-driven project applications for the Institute for Experiential AI of Northeastern University, providing research and operational support.
- Contributed to AI-driven product workflows and iOS and Android mobile app development, supporting usability, engagement, and data-backed product decisions; prepared analytical reports and presented insights to clients across retail, fintech, and startup sectors.

RED BULL

Istanbul, Turkey | May 2024 – October 2024

Marketing Intern

- Analyzed and validated nationwide fieldwork datasets using Excel and Python, transforming complex data into visualizations and actionable insights for cross-functional decision-making.

KOMPUTER

Istanbul, Turkey | March 2023 – May 2023

Creative Intern

- Supported marketing campaigns for companies like Mastercard, Eti, Citroen, Fanta, and Deezer by providing creative content and copywriting assistance.

BIGUMIGU.COM

Istanbul, Turkey | May 2022 – September 2022

Assistant to Manager

- Produced 11 weekly marketing trend presentations for TBWA and wrote four published articles for Bigumigu.com, translating global campaigns and industry developments into clear, relevant insights.
- Conducted industry, competitor, and market-entry research for BMW, Bingo, Peugeot, and Pazarama, supporting brand strategy and expansion decisions.

PROJECTS

Zoo Merge, Game, iOS | Swift, SpriteKit, SwiftUI, StoreKit, xcodegen | [TestFlight beta](#) | 2026

- Designed and built a ten-tier drop-and-merge puzzle game with SpriteKit physics and a complete free-to-play loop, including dual currency, an in-game store, rewarded revives, power-ups, progression, and funnel analytics.
- Owned the art and release pipeline — sprite animation, audio, SwiftUI interfaces, automated App Store screenshots, and TestFlight delivery — and documented the project with a written audit system defining phases, severity levels, and evidence levels, alongside UI/UX, App Store, launch, and ASO plans.

Shimal, Astrology app with generated daily readings, iOS | SwiftUI, Node.js, Swiss Ephemeris, Google Gemini, Supabase, OneSignal, Sentry | [TestFlight beta](#) | 2026

- Built a nine-feature astrology product using Swiss Ephemeris data and the Gemini API to generate personalized daily readings, natal charts, transits, compatibility, and AI-powered insights
- Developed the Node.js backend and integrated Supabase authentication, Google Places API, RevenueCat, OneSignal, webhook handling, scheduled generation, retry logic, and monitoring.

marker., Daily AI News Brief, iOS | SwiftUI, Supabase (Postgres + Edge Functions), Anthropic Claude API, StoreKit 2, APNs, Sentry, xcodegen, fastlane | 2026

- Integrated the Anthropic Claude API with web search and structured tool calling to produce source-backed daily news briefs across ten topics, with automated publishing through Supabase Edge Functions and GitHub Actions.
- Built the SwiftUI product with Apple Sign-in, StoreKit 2 subscriptions, bookmarks, APNs, Sentry monitoring, and an admin dashboard for on-demand content regeneration.

ChallengeBu!, Tennis ladder ranking system, iOS | Expo, React Native, TypeScript, Supabase, Turborepo, Bun, Maestro | [TestFlight beta](#) | 2026

- Built a tennis ladder platform with real-time rankings, Supabase Edge Functions, magic-link OTP authentication, shared app and web architecture, and automated end-to-end testing through Maestro and CI.

drappin, Pinterest-to-retail shopping app, iOS | SwiftUI, FastAPI, async SQLAlchemy, Postgres, Redis, APScheduler, Docker, Fly.io | 2026

- Integrated the Pinterest API to turn pinned fashion images into matched retail products, price alerts, collections, and affiliate-linked wishlists, supported by a FastAPI and Postgres backend with Redis-based background synchronization.

pin2insta, Instagram publishing automation | Next.js 16, Postgres (Neon), Instagram Graph API, Vercel Blob, GitHub Actions | 747 tests | [web app](#) | 2026

- Built a publishing automation through Facebook Apps and the Instagram Graph API, turning bulk uploads into scheduled content queues with media processing, dry-run safety, retry handling, and idempotent GitHub Actions workflows.
- Integrated Graph API Insights for likes, comments, reach, and saves, with an insights module that recommends changing a posting time only past a 15-post, 5-per-slot, and 30% threshold — staying silent below that rather than treating noise as a finding.

ACHIEVEMENTS

BOĞAZIÇI UNIVERSITY MANAGEMENT AND ECONOMICS CLUB

Istanbul, Turkey | September 2020 – May 2024

President

Led Turkey's oldest student club after rising through Member (2021), Coordinator (2022), and Executive Board Member (2023), owning budgeting, hiring, planning and the full operational picture.

HARVARD COLLEGE IN ASIA PROGRAM

Cambridge, MA, USA | January 2023, January 2024

Head of Turkish Delegation (2024) | Member of Turkish Delegation (2023)

Represented Boğaziçi University as one of seven Turkish delegates in 2023, collaborating with students from 12 Asian countries, attending educational sessions, and delivering presentations; returned as Head of the Turkish Delegation in 2024, leading the planning and coordination of Türkiye's participation in the program.

EXTRA-CURRICULAR & INTERESTS

- Boğaziçi University Tennis Team – Team Player
- **Founder of [Bogazicimag](#)**, Created and expanded an Instagram magazine reflecting Boğaziçi University's subcultures. Developed brand collaborations.
- Continues to write creative campaign articles for [bigumigu.com](#), which are still available for reading on the website.
- **Executive Producer of BUIK Documentary**, Boğaziçi University Management and Economics Club – [70th Anniversary Documentary](#)

SKILLS

AI-Assisted Development and Automation: CLI-based application and workflow development using Claude Code, Gemini CLI, OpenAI Codex, and Cursor; n8n, Zapier, REST APIs, Webhooks

Backend and Data: FastAPI, SQL, Supabase, Firebase, Firestore

Analytics and Release: Advanced Excel, Google Analytics, Maestro, Sentry, App Store Connect, TestFlight, Google Looker Studio

Generative Media: Midjourney, Veo 3, Sora, Runway, Local Language Model Setup for Image Generation and Visual Processing, Suno, ElevenLabs

Certifications: Google Ads Search, Google Digital Marketing, Google Generative AI

Languages: Turkish (Native), English (Fluent), French (Elementary A2)