

Ahmet Cagatay

Operations & Automation Specialist

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SUMMARY

Operations-minded builder with 5+ years of experience in B2C SaaS environments, improving how teams work through workflow automation, process improvement, and cross-functional collaboration. Experienced across marketing automation, internal operations, people processes, and AI-powered development. Skilled at stakeholder alignment, tool evaluation, and building scalable systems. Naturally drawn to finding friction and making it disappear.

CORE TOOLS

Automation	Make.com, Zapier, Airtable, n8n
Project & Docs	ClickUp, Notion, Slack, Google Workspace
Ad Platforms	Meta Ads, Google Ads, GA4
AI	Claude Code, ChatGPT, AI-powered app development
Reporting	Airtable dashboards, Google Sheets, Looker Studio
Community	Discord, Slack workspace management
Other	Anytrack, Retool, CRM tools, Python (scripting), API integrations, no-code/low-code
Design	Visual design & 3D animation background

EXPERIENCE

KitUP — Operations & Marketing Automation Specialist

Mar 2023 – Sep 2025

B2C SaaS platform · 1M+ users · Remote (London)

Marketing Automation

- Redesigned the ad production pipeline by connecting Make.com, Airtable, and Meta Ads — moving the team from 1 creative/day to ~90
- Reduced ad production costs by ~60% through workflow automation, improving ROI across campaigns
- Enabled data-driven creative testing at scale with KPI tracking, contributing to significant revenue growth

Internal Operations

- Set up and maintained project workflows and task management in ClickUp
- Reviewed and optimized the company's tool stack — vendor evaluation, change management, and cost optimization across SaaS subscriptions
- Structured internal communication flows and channels in Slack
- Built Airtable dashboards for KPI tracking, reporting, and data-driven decision-making
- Managed documentation in Notion and Google Sheets

People & Onboarding

- Supported HR with end-to-end onboarding of new team members — tool access setup, workflow training, system documentation
- Trained teammates on internal automation workflows and best practices
- Improved onboarding experience iteratively based on feedback from each new hire

UPley — AI Powered Marketing & Product Developer

Sep 2025 – Feb 2026

B2C mobile gaming startup · Freelance

- Designed go-to-market strategy, sales funnel, and product positioning from scratch
- Built and shipped mobile app (PWA) to production using AI-powered no-code/low-code development (Claude Code)
- Managed full product lifecycle end-to-end as a single operator — from strategy to live deployment
- Consulted on ad creatives, user acquisition, retention strategy, and monetization framework

Birlikte Ihracat (Export Together) — Community & Automation Specialist

Dec 2020 – Mar 2023

Business community · Ankara

- Grew and managed a business community focused on connecting exporters
- Built community engagement systems using Discord and automation tools
- Designed onboarding flows for new community members
- Managed internal communication and documentation workflows

Upwork — Freelance Automation & Community Specialist

Oct 2020 – Mar 2023

- Provided community strategy, AI implementation, and no-code automation services to B2C and B2B clients
- Built automated workflows using Make.com, Zapier, and Discord integrations
- Helped clients streamline internal processes and reduce manual work

Mirket Sanal Kütüphane — Community Manager & Automation Specialist

Jun 2020 – Oct 2022

Social enterprise for students

- Co-created a social enterprise directing digital resources toward students
- Managed online community of students — onboarding, engagement, and retention
- Built Discord-based systems for communication, collaboration, and progress tracking
- Designed community workflows that helped students socialize and learn in a structured environment

DOST TV — Character Rigger (Animation)

Jan 2017 – Jul 2017

- Worked on animation projects using Autodesk Maya and Python
- Foundation for visual design thinking and creative production skills

EDUCATION

Anadolu University — B.Sc. Management Information Systems (2020–2024)**Pamukkale University** — Electrical and Electronics Engineering (2018–2020)**CERTIFICATIONS**

- Python Data Structures

COMMUNITY & VOLUNTEERING

OyunMu Ambassador — Organizing social game events that connect people through play**Peer Coaching Circle Organizer** — Building a Mastermind group for professionals to support each other's growth**REFERENCES**

Available upon request.