

# BATUR EREN

## Full Stack Developer

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### PROFESSIONAL SUMMARY

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Full Stack Developer with 5+ years building production web applications, digital platforms, and automation workflows. Experienced across the full stack, from responsive React and Next.js frontends to Node.js APIs and third-party integrations. Background spanning CRM administration, motion design, and game development adds technical depth and creative range beyond a typical developer profile.

### KEY SKILLS

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**Full Stack:** Next.js | React | JavaScript | Node.js | PHP | n8n | HTML | CSS | RESTful APIs | Custom API Integrations **Frontend/UI:** Responsive Web | Kiosk | Smartwatch Interfaces | Tailwind | Bootstrap | Material UI | SASS | Redux

**Tools & Platforms:** Git | GitHub | Azure | Linux | SQL | Jira | Agile | jQuery | Axios | Electron | WordPress

**CRM & Automation:** Salesforce | Marketing Cloud | Pardot | Mailchimp | Calendly | Web-to-Lead Forms

**Design:** Figma | Photoshop | Illustrator | Premiere Pro | After Effects | UI/UX Design

### PROFESSIONAL EXPERIENCE

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Full Stack Developer & Salesforce Administrator | aba Counseling, Istanbul, Turkey (Remote)

Apr 2024 – May 2026

- Migrated company websites from WordPress to a Next.js / Node.js stack with custom API integrations, improving performance, maintainability, and SEO across all digital properties.
- Designed, built, and maintained four live production websites: educationforinnovation.org, abamededu.ai, gamzesart.com, and abapsikoloji.com.
- Automated lead capture and marketing workflows by integrating n8n, Calendly, Mailchimp, and custom Web-to-Lead forms, reducing manual effort and improving conversion tracking.
- Supported Salesforce CRM adoption by leading onboarding sessions, training users, managing database imports, and coordinating marketing-to-sales handoffs.

Frontend Developer | PB360, United States (Remote)

Mar 2023 - Nov 2024

- Built responsive, cross-platform UIs for web, kiosk, and smartwatch applications within a large-scale Pickleball sports technology ecosystem, collaborating in an agile team of 10+ developers.
- Developed real-time tournament and event management; features including score submission, live rankings, and match tracking, used by players and organizers across live events.
- Engineered venue and court booking systems with scheduling, availability management, queue handling, and QR-code-based check-in flows.
- Implemented dynamic matchmaking systems supporting multiple competition formats with live bracket updates and player progression tracking.
- Built Club Management tools enabling organizations to manage memberships, promotions, subscriptions, and financial plans at scale.
- Partnered with designers and backend engineers to improve UI responsiveness and cross-platform consistency across the full product suite.

Motion Graphic Designer & Salesforce Marketing | aba Counseling, Istanbul, Turkey (On site)

Nov 2019 – May 2023

- Produced 2D motion graphics, animations, and brand assets (logos, templates, certificates) across 9 company brands for Instagram, YouTube, and print.
- Designed and executed targeted email campaigns using Pardot, Marketing Cloud, and Mailchimp, including audience segmentation and customer journey mapping.
- Administered Salesforce and Marketing Cloud platforms, implemented new features, and mentored the sales team on CRM and marketing automation best practices.
- Managed YouTube channels end-to-end; thumbnails, video editing, and publishing. Alongside front-end website maintenance and SEO-optimized blog content.

- Independently developed and shipped four commercial video games: *KeyBreach*, *Shattered Hourglass*, *Castle Greyrot*, and *10 Minute Hero*, using JavaScript and Ruby, from concept through Steam and Itch.io release.
- Owned the full development lifecycle across each title: UI/UX design, custom graphics and iconography, gameplay logic, narrative writing, and production management.
- Delivered cross-platform builds for Windows, Linux, and Steam Deck, handling platform-specific configurations and compatibility requirements independently.

## PROJECTS

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**ClientRay:** Self-Hosted Lead Generation CRM | [github.com/batureren/ClientRay](https://github.com/batureren/ClientRay) Open source CRM built with React, Node.js, and SQL featuring JWT auth, Google Calendar/Gmail/Tasks integration, Calendly webhooks, multi-provider email support (SendGrid, AWS SES, Gmail, SMTP), and PM2-managed server deployment.

**sawworm Games:** Indie Game Studio Independently developed and shipped four commercial titles (KeyBreach, Shattered Hourglass, Castle Greyrot, 10 Minute Hero) using JavaScript and Ruby. Available on Steam and Itch.io.  
<https://store.steampowered.com/curator/45972821>

## ADDITIONAL EXPERIENCE

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Graphic Designer | Playz E-Sports | Jul 2018 - Aug 2019

Content Editor & Creator | Maker Studios Inc., YouTube | Jul 2015 - Feb 2016

News Editor | Leadergamer | Sep 2013 - Oct 2013

## EDUCATION

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Istanbul Gelisim University | Associate's Degree, Graphic Design | 2017 – 2019

## CERTIFICATIONS

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Clarusway | Frontend Developer, React, HTML/CSS/JS | Feb – Apr 2023

## LANGUAGES

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Turkish: Native | English: Fluent/Advanced

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