

BM



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Linkedin | Website | Github |
Instagram | Spotify

EDUCATION

Business Management

Istanbul Arel Universty, Istanbul |
September 2010 – June 2014
Fenerbahçe High School, Turkey |
September 2006 – June 2010

KEY SKILLS

- Wordpress
- HTML
- CSS
- Javascript
- elementor
- Next.js
- Woocommerce
- Problem Solving
- SEO
- Front-End Coding & Design
- Figma
- Communication Skills
- Shopify

LANGUAGES

- Turkish

Batuhan Meriçli

Front-End Web Developer, Wordpress Developer & Music Producer

Experienced Front-End Web Developer skilled in creating responsive and visually appealing websites using HTML, CSS, and JavaScript. Proficient in customizing and optimizing Wordpress sites to enhance user experience and drive online engagement. A dedicated Music Producer with a passion for creating original and experimental soundscapes. Proven ability to multitask and deliver high-quality projects in fast-paced environments, blending technical proficiency with creative flair to produce innovative solutions for both web development and music production.

PROFESSIONAL EXPERIENCE

CTO & COFOUNDER

MUSICHOOL, ISTANBUL, TURKEY | JANUARY 2024 – PRESENT

- **EdTech Vision:** Directed the overall technology strategy and roadmap for Musichool, an innovative music education platform.
- **Team Leadership:** Led and mentored software development teams to maximize user experience (UX) and platform engagement.
- **Scalable Infrastructure:** Engineered a high-performance and reliable IT infrastructure to support the platform's growth and stability.
- **Cybersecurity:** Implemented advanced cybersecurity measures and infrastructure policies to effectively protect sensitive user data.
- **Tech Integration:** Evaluated and integrated emerging technologies into music education services to enhance learning outcomes.

WEB DEVELOPER & CO-FOUNDER

THE HERMES MUSIC, ISTANBUL, TURKEY | OCTOBER 2021 – PRESENT

- **Co-Founding:** Acted as one of the two co-founders, playing a key role in shaping the record label's vision and business strategy.
- **Full-Stack Tech Architecture:** Designed and implemented the company's entire digital and technological ecosystem from scratch, including web presence, digital distribution integrations, and internal operational tools.
- **System Integration:** Established the server and network infrastructure required to optimize music production and distribution workflows.
- **Strategic Leadership:** Managed technology investments and defined long-term IT policies to enhance operational efficiency.

SENIOR WEB DEVELOPER

PERFOMIZE, ISTANBUL, TURKEY | AUGUST 2024 – FEBRUARY 2026

- **Modern Tech Stacks:** Developed high-performance, responsive web applications utilizing modern frameworks and cutting-edge technologies.
- **Performance & SEO:** Collaborated strategically with design teams to ensure websites were both visually compelling and fully optimized for search engines (SEO).
- **Quality Assurance:** Established and implemented **automated testing frameworks** to maintain the highest software quality control standards.
- **Project Delivery:** Coordinated with development teams on a daily basis to ensure projects were completed on time, within budget, and to high-quality standards.

SENIOR WEB DEVELOPER

API GROUP, ISTANBUL, TURKEY | FEBRUARY 2020 – AUGUST 2023

- Led front-end development for WordPress-based websites using HTML, CSS, and JavaScript to build responsive and user-friendly interfaces.

- English

- Customized themes and built page structures with Elementor and Gutenberg based on UI/UX requirements.
- Developed and optimized WooCommerce stores, improving performance and user experience.
- Implemented SEO best practices and integrated Google Analytics and Google Tag Manager for performance tracking.
- Enhanced page speed and overall site performance through code optimization and caching strategies.
- Collaborated with designers and backend teams to deliver scalable and maintainable web solutions.

WEB DEVELOPER

GUNERY MEDIA, ISTANBUL, TURKEY | APRIL 2018 – SEPTEMBER 2020

- Developed responsive web applications using HTML, CSS, and JavaScript.
- Developed custom themes using the **WordPress** framework and optimized content management processes.
- Provided **PHP**-based solutions to create dynamic websites and managed data handling processes.
- Assisted in creating documentation for web development procedures and standards.
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JUNIOR WEB DEVELOPER & MARKETING SPECIALIST

ALFIE SALAD, DERBY, UNITED KINGDOM | MARCH 2015 – SEPTEMBER 2017

- Maintained the company website and implemented new features using **HTML, CSS** to improve the user interface.
- Managed the existing CMS and performed technical optimizations to increase site performance.
- **Digital Strategy:** Developed comprehensive digital marketing strategies to enhance brand visibility and engagement.
- **SEO & Analytics:** Optimized SEO practices to improve organic traffic and analyzed user behavior using website analytics tools.
- **Email Marketing:** Executed email marketing campaigns to nurture leads and effectively retain customers.

CERTIFICATIONS

- English Language Education, ILS Nottingham, July 2014
- English Language Education, Southbourne School of English, June 2011
- Theatre, Speaking & Dictation , Duru Theatre, March 2010
- Wordpress Website: Blog, E commerce , UDEMY, March 2015
- Advanced SEO Traning, OTEK Academy, September 2016
- Complete Web Development Traning , UDEMY, May 2018
- Google Ads, Google Analytics Course, UDEMY, May 2018
- UI&UX Design, OTEK Academy, July 2020
- Front-End Web Developer , OTEK Academy, July 2018
- Music Production Course , Beatmakers Academy, June 2017
- Game & Film Sound , Pannonica Music Academy, January 2020
- Harmony & Music , Kent Art Academy, September 2020

REFERENCES

Alper Apaydın | Chairman of API Group

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Sedat Özdemir | CEO of Royal Blue Residence

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Bahar Akyüz | API Investment Human Resources Manager

+38268132005

Gökhan Güneri | CEO of Gunery Media

+905322136397

Yuşa Ayanoğlu | Owner of TAC Diamond

+905334744415

INTERESTS

- Entrepreneurship and Start-up
- Making Music
- Playing Instruments
- Camping
- Fishing
- Skiing
- Off-Road
- Yoga
- Watching films and series
- Reading book