

KAAN MERT KOC

Senior Full-Stack Engineer

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SUMMARY

Senior full-stack engineer delivering SEO-first SSR/SSG web apps, high-traffic RESTful APIs, and mobile apps with TypeScript, Next.js, React Native, Expo EAS, Strapi, Firebase, and Go. Delivered 1.4M+ visits, 3.0M pageviews, 2.0M requests/month (p95 latency 96ms), and 280K+ TRY GMV. Core Web Vitals green; INP under 200ms on key templates.

SKILLS

- Frontend: React, Next.js (App Router, SSR, SSG, ISR), TypeScript, TanStack Query, Redux, Zustand, CSS-in-JS, a11y, CWV
- Mobile: React Native, Expo EAS, in-app purchases, deep links, push notifications (FCM), TestFlight, Play Console
- Backend: Node.js, Bun, Go (chi), Hono, RESTful APIs, microservices, webhooks, Firebase Functions, Firestore, PostgreSQL, SQLite, Drizzle ORM
- Infrastructure: Docker, Docker Compose, Vercel, VPS, Nginx, Coolify, GitHub Actions, CI/CD, CDN/caching, GCP
- CMS/Search: Strapi (self-hosted), Meilisearch
- Auth/Security: NextAuth, OAuth 2.0, JWT, SSO, RBAC, rate limiting, feature flags
- Commerce/Payments: Shopify, Stripe, iyzico
- Media/Storage/CDN: Bunny CDN, Cloudflare R2
- Analytics/SEO: Google Analytics, Google Search Console, Plausible, JSON-LD, technical SEO
- Observability/Testing: Sentry, Dozzle, Firebase Crashlytics, Google Cloud Monitoring/Logging, Jest, Vitest

PROFESSIONAL EXPERIENCE

Ablefy.io GmbH - Full Stack Developer | Berlin, Germany | Dec 2025 - Present

- Full-stack development using modern web technologies and best practices

Cosmopolitan Turkey - Chief Technology Officer (Hands-on Senior Full-Stack & DevOps) | Aug 2024 - Aug 2025

- Sole engineer: 1.4M visits, 3.0M pageviews in 12 months (zero marketing budget)
- SEO: JSON-LD, AI metadata (gpt-4o-mini/Strapi), 1.01M clicks, 15.9M impressions
- Architecture: Next.js SSR (Vercel/Coolify), custom Strapi CMS, block-based page builder
- Performance: Caching/revalidation, SSR TTFB 100ms/p95 500ms, zero downtime, CWV green
- Cosmo Quiz API: 1.3M solves/5 months, 10M+ events, 2.0M requests/month, Bun/Hono/TypeScript/Drizzle/SQLite, 48ms/p95 96ms, 99.9% uptime
- Search: Meilisearch AI semantic "Similar Documents" (20 per page)
- Subscribe: SSR gating, iyzico router (20+ endpoints), magazine pipeline, Shopify, 170 subscriptions
- Shop: Shopify SSR, webhook revalidation, 1,305 orders, 280K TRY revenue
- Auth/Admin: cross-domain SSO (NextAuth), React/Vite/TanStack admin with RBAC/analytics
- CI/CD: GitHub Actions, E2E tests, observability/alerting

Aposto!, Mobile, Web, Full-Stack Engineer | Istanbul, Turkey | Sep 2021 - Apr 2025

- Aposto! mobile app (50+ screens): offline podcast, read list, Turkish/English, dark/light modes, TestFlight/Play Console
- 100K+ downloads, 3.05M App Store impressions, Apple featured (2022), Top 3 Turkey (Media)
- aposto.com (Next.js 12/Redux): inbox, reading, authors, authentication, follow/unfollow, share
- About/Newsletters subdomains (Next.js 13 App Router), Lighthouse 98
- Premium subscriptions (Stripe): paywall, card management, shared TypeScript KV library
- Premium Stories: Go (chi)/SQLite, Cloudflare-cached, 100K requests/month
- Admin modernization: CRA/React 16 → Bun/Vite/React Router, TTS editor (ElevenLabs)
- Quality: crash monitoring, E2E paywall tests

- Impact: 100K+ monthly visitors, 1.5M+ users, 100K+ USD revenue, ~10 team

Sober Digital - Lead Full-Stack Engineer | Istanbul, Turkey | Mar 2024 - Feb 2025

- Next.js 14 SSR e-commerce (Firebase Functions/Firestore, 20+ endpoints, iyzico), custom admin (merch/categories/coupons)
- Festival inventory: QR-coded SKUs, isolated stock pools
- Strapi CMS (self-hosted): issue > sections > content modeling, unified web/mobile
- Expo app: Feed, Events (iyzico ticketing, QR check-in), Explore (mini-games, Spotify), Shop, Perks
- Auth/Growth: NextAuth (web), soft login/registration walls
- Media/Performance: Bunny CDN, video carousel, GIF galleries
- Ops: Vercel, VPS Strapi, Firebase backend, ~50 USD/month
- Observability: Firestore/Functions dashboards/alerting
- Outcome: 50K+ users, 600K+ TRY GMV, "Sober People" SEO catalog (50+ profiles)

UrWord - CTO | New York, USA | Aug 2022 - Dec 2023

- Sole developer (NYC integrity/trust platform): backend, database, mobile app, admin site
- 180+ TestFlight builds; Firestore (10K+ documents, security rules)
- Firebase Functions: 12 RESTful endpoints, 150 services (pacts, connections, data sharing, notifications, moderation, analytics)
- Expo/React Native/TypeScript/Redux app (50+ screens, 1,000+ components), admin dashboard

AWARDS AND HACKATHONS

- Solana Ideathon 2nd place; Solana Presentation 3rd place; Solana HyperDrive Global Hackathon invitee

OPEN SOURCE AND GITHUB ACTIVITY

- 4-year GitHub contributor: 11K+ contributions (2022-2025)
- iyzico-subscription-ts: Modern TypeScript SDK for Iyzico Subscription API, cross-platform compatible (Node.js, Bun, Deno, browsers, serverless), zero dependencies, full TypeScript support - <https://github.com/kaanmertkoc/iyzico-subscription-ts>

EDUCATION

- MEF University, Istanbul - B.Sc. Computer Engineering, 2023. IAESTE member; algorithm competition finalist
- UIST "St. Paul the Apostle" - 2021. iOS "Code Tracker" app (GitHub auth, full grade)