Mert Yıldırım

GTM Engineer

CONTACT

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Ataşehir, İstanbul
linkedin.com/in/mert-yildirimm

SKILLS

CRM & data
HubSpot (workflows, API v3, reporting, governance), Prospeo, Apollo

Automation & code
n8n (self-hosted), Python, JavaScript, Microsoft Graph API, Slack API, Cloudflare Workers

Outbound
Smartlead, Zapmail, Dmarcly, Google Postmaster, LinkedIn outreach, CloudTalk

Research & scraping
Apify, Firecrawl, OSINT signals

AI
Claude and LLM workflows for sales automation

Growth
User acquisition, SEO, paid social, content

LANGUAGES

Turkish
Native

English
Upper-intermediate

EDUCATION

İstanbul Bilgi University
Associate's Degree, Computer Programming (100% scholarship), 2024

Gazi University
B.Eng., Industrial Design Engineering, 2022

Çukurova University
B.Eng., Mechanical Engineering (100% English), 2019

INTERESTS

Competitive chess
Lichess: Bullet 2200 (top 8%), Blitz 1960 (top 12%) · lichess.org/@/mertallica

REFERENCE

Umut Karapeçe
Community Manager, Komünite.com.tr
umut@komunite.com.tr

PROFILE

GTM engineer who builds the systems that help a sales team find the right buyers, act on intent faster and spend less time on admin: target lists, outbound, the pipeline from lead to closed-won, AI automation and reporting leadership can trust. Built and run hands-on in HubSpot, n8n and Python. Experience across the UK, Italian, Turkish and South African markets.

EXPERIENCE

solarVis · GTM Engineer — 03.2026 – 11.2026
All-in-one design, proposal, sales and CRM platform for solar installers and EPCs, with an AI sales assistant and the SolarVis Market marketplace · sales team in TR, IT, ZA

- **Turned buyer intent into revenue:** real-time alerts tell reps when a prospect views pricing, gets active in a trial, browses products or abandons a booking. The pricing-page alert brought in the first deal closed from these signals.
- **Opened a new outbound channel without risking the brand:** launched cold email on a separate domain with automatic safety stops. Proved most "opens" were bots, refocused the team on replies and demos, and found that event-led messaging won 5x more replies (3.9% vs 0.8%).
- **Put sales time on the right accounts:** built target lists from public sources such as certification registers and installer websites, including a buying signal read from installers' website photos that sourced a demo with an Italian installer group.
- **Gave every free trial an owner:** set up the trial-to-close pipeline in HubSpot, from accept/reject and SDR call to demo and close. Also worked as SDR and set up country-based lead routing.
- **Cut a software cost and stopped losing meeting knowledge:** replaced a paid note-taker with an in-house AI assistant at ~$0.06 per meeting. Every demo is now summarized, logged to its deal and turned into a follow-up draft; customer feature requests went straight to the CTO.
- **Removed manual admin from reps:** demo outcomes (held, no-show, rescheduled) are now marked automatically from attendance, so show-rate reporting became reliable for the first time. Also gave the SDR a one-command view of the team's calendar.
- **Gave leadership a funnel they could trust:** weekly report of leads, MQLs, SQLs, demos and closed-won by channel and country, checked before it is published. Cleaned up a CRM of ~400K contacts and 176 workflows.

Bobu · User Acquisition Manager — 11.2025 – 02.2026
Educational game studio for children · end-to-end marketing of its products

App Genie · Growth Specialist — 07.2025 – 10.2025
MVP, design and growth services for the mobile ecosystem

Poltio · Prospector & Email Marketer (Contract) — 11.2024 – 07.2025
Guided-selling SaaS

- Built prospect data and ran B2B email campaigns with a multinational team.

Audit Now · Growth Specialist — 01.2025 – 06.2025
SEO rankings, social media and other distribution channels

Earlier roles — 2023 – 2024
Komünite.com.tr (Jr. Social Media Specialist) · Bi Kepçe Media (Digital Marketing, contract: data-driven campaigns, AI and simple automation) · BizStack newsletter (Content Writer) · Denizbank (Intern)