Damla Kavak

Digital Product Manager · E-Commerce · Shopify Plus
AI-Assisted Development · Conversion Optimization

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PROFESSIONAL SUMMARY

Product Manager with 8+ years of e-commerce experience, including 5+ years in product roles at an Amsterdam-based fashion accessories brand. Deep hands-on Shopify Plus experience. Owns the storefront roadmap and backlog with a focus on customer and business outcomes, not just shipped features. Makes decisions based on evidence: customer research, GA4 funnel data and Hotjar/Clarity session insights. Uses AI tools in daily product work, from analysis to building and shipping Shopify features independently with Claude Code and Cursor.

CORE COMPETENCIES

Product: Roadmap & backlog ownership, product vision, user stories, acceptance criteria

Discovery: Continuous discovery, customer research, customer journey mapping

Analytics & CRO: GA4, Hotjar, Microsoft Clarity, funnel analysis

Platform: Shopify Plus (products, checkout, apps, multi-market setup), PIM

AI in Product Work: Claude Code, Cursor, AI-assisted development

Delivery: Agile / Scrum, Jira, Asana, Confluence, UAT

Collaboration: Stakeholder management, agency partners, Figma, Miro

Content & Growth: Product launches, landing pages, SEO, Klaviyo flows

Commercial: Category management, onsite merchandising, pricing, KPI tracking

PRODUCT APPROACH

Measure success by customer and business outcomes, not by the number of features shipped.

Start every decision from evidence: customer research, funnel data and session insights.

Build and test storefront ideas myself, so the team can learn from real customers in days.

Keep one clear roadmap that design, marketing and development partners can plan around.

PROFESSIONAL EXPERIENCE

Product Manager | Rosefield Watches B.V., Amsterdam — Jan 2024 – Present

- Own the product vision, roadmap and backlog for an international Shopify Plus storefront running across 11 domains, 7+ currencies and 5 languages, prioritizing work by customer insight, data and business impact.
- Drove conversion rate optimization by running funnel analyses and Hotjar/Clarity session reviews, identifying friction points across checkout and product pages and translating findings into prioritized roadmap items.
- Work in a hypothesis-driven way: turn insights from data and session recordings into clear hypotheses, ship the change, then follow up in GA4 and Clarity to decide the next step.
- Independently design and ship Shopify storefront features using AI-assisted coding tools (Claude Code, Cursor), moving from idea to live feature in days and cutting turnaround time on 80% of feature requests from weeks to days.
- Use AI tools in daily product work to speed up research, analysis and documentation for the team.
- Own the full customer journey on the website (discovery, purchase and post-purchase), writing requirements, user stories and acceptance criteria.
- Work closely with design, marketing and external development partners, keeping stakeholders aligned with a clear, data-informed roadmap.

- Plan and lead Agile ceremonies (sprint planning, backlog refinement, retrospectives).

Product Specialist | Rosefield Watches B.V., Amsterdam — Jul 2021 – Dec 2023

- Supported the full product lifecycle from idea to launch, owning product documentation (feature specs, release notes) for cross-functional teams.
- Led website product ownership within a Product Information Management (PIM) project, centralizing product data across the catalog.
- Researched and proposed UX and usability improvements, working with design to deliver high quality creative assets.

Category Executive | Webhouse, Dubai, UAE — Aug 2020 – Mar 2021

- Owned sales, margin and commercial performance (conversion rate, AOV) for the Beauty category.
- Planned and ran weekly, monthly and quarterly trade and marketing plans, including onsite merchandising and promotions.

Category Executive | Hepsiburada.com, Istanbul — Dec 2017 – Mar 2019

- Managed purchasing, sales and margin targets for Small Domestic Appliances and Personal Care, including budget and KPI tracking.
- Contributed to a dropshipment supply chain project, from requirements gathering to UAT and post-launch improvements.

Operation Specialist | Hepsiburada.com, Istanbul — Mar 2017 – Dec 2017

- Managed pricing, demand planning and product categorization across SDA, MDA and Consumer Electronics; led a review analysis project on drivers of consumer behavior.

Sales & Marketing Intern | Caetano Baviera BMW SA, Aveiro, Portugal — Oct 2016 – Dec 2016

- Contributed to marketing strategy development using the 4P framework within a multinational team.

EDUCATION

Bachelor's Degree, Industrial Engineering
Sabancı University, Istanbul · 2011 – 2016

Erasmus Programme
Autonomous University of Barcelona · 2015

LANGUAGES

Turkish (native) · English (fluent)