Zeynelabidin Ertür

Software Architecture & Technical Leadership

Pendik, Istanbul | +90 555 831 98 55 | zeynelabidin.ertur@digivest.com.tr

resume.digivest.com.tr | linkedin.com/in/zeynelabidin-ertur

Professional Summary

I have been building production software since 2017. Over nearly seven years at IdeaSoft, I progressed from developer to senior developer and team captain. I worked on the Elasticsearch migration of a platform serving over 35,000 customer stores, marketplace integrations and RabbitMQ-based asynchronous processing. At Digivest, I take technical ownership from requirements and architecture through implementation, release and production operations. My primary stack is PHP, Laravel, Symfony and Linux, with a focus on application architecture, data flows, safe release transitions and team coordination.

Work Experience

Digivest Teknoloji

Founder · Technical Lead | February 2024 – Present

- Take responsibility for system design, technology selection, implementation, server setup and production maintenance for custom and multi-tenant applications.
- Build product, inventory, order, payment and shipping integrations across IdeaSoft, Shopify and WooCommerce, using queue-based workflows and CI/CD.
- Manage configuration, releases, backups and operations for environments running Linux/Ubuntu, Nginx, PHP-FPM, MySQL, Redis and Docker.
- Use agentic coding, LLM API integrations and automation in software development and product workflows.
- Participate in technical hiring, team coordination and project delivery, and work on international projects through Kickflip’s official partnership in Turkey.

Oylio

Co-Founder & CTO | June 2026 – September 2026

- Led the technical roadmap, application architecture and initial delivery of the web and mobile product. Handed the product over to a new technical team in September 2026.

- Worked with Laravel, MySQL, Redis and Elasticsearch, and built real-time interaction features using WebSocket/Reverb and PWA.

IdeaSoft

Software Developer → Senior Developer → Team Captain | September 2017 – July 2024

- Worked on the e-commerce core, REST/SOAP APIs, webhooks, shipping and marketplace integrations, and contributed to the IdeaSoft App Store infrastructure.
- Contributed to the MySQL-to-Elasticsearch migration of the storefront and search platform serving approximately 15,000 customer stores, without taking the live platform offline.
- Worked on the Consumer Manager infrastructure, using RabbitMQ and multiple consumer flows to synchronize products, inventory and orders across marketplaces.
- Applied DDD and design patterns in day-to-day development, and worked on compatibility with existing customer workflows when changing live APIs and integrations.
- Worked on CI/CD and release operations during the final three years. As Team Captain, was responsible for code quality, technical coordination and delivery tracking.

Digivest's early months overlapped with my final period at IdeaSoft.

Selected Architecture Work

IdeaSoft · Elasticsearch Migration

Production platform · Approximately 15,000 customer stores

- Worked on queue-driven product and index updates, Redis-backed reads and rapid fallback to MySQL while MySQL and Elasticsearch ran in parallel during the transition.
- Worked with shard, replica and cluster structures, complex search, modeling relationships across documents, aggregations and Kibana.

IdeaSoft · Consumer Manager

Marketplace integrations · RabbitMQ and parallel consumers

- Worked on channel-specific queue/consumer flows and error handling for product, inventory and order synchronization. Contributed to adding marketplace adapters without disrupting existing customer workflows.

Türkmahall · Modular ERP Architecture

Architecture design and initial implementation

- Planned domain and service boundaries for approximately 37 business capabilities around a customer/tenant core, covering data ownership, APIs, asynchronous messaging and tenant-level identity and authorization.
- Participated in developer interviews, hiring and team management. My scope covered architecture design and the start of implementation.

Ümitmaker / Displexa · Product and Image Workflows

Multi-channel integration and automation

- At Ümitmaker, worked on product creation and updates across five or more channels, REST/XML integrations and queue-based processing. At Displexa, built batch product-image workflows and the 3DS payment integration.

Technical Skills

Architecture and data flows: DDD, design patterns, multi-tenant SaaS, service boundaries, backward compatibility, API/integration lifecycle, data modeling and migrations.

Backend, data and search: PHP, Laravel, Symfony, MySQL, Redis, Elasticsearch, Kibana; Python/Django (intermediate).

Messaging and integration: RabbitMQ, queues/consumers, asynchronous processing, REST, SOAP, webhooks.

Delivery and operations: Git, CI/CD, Linux/Ubuntu, Nginx, PHP-FPM, Docker, TLS, Cloudflare; self-hosted setup, configuration and backups.

AI and frontend: Agentic coding, LLM API integrations, development and workflow automation; JavaScript, Blade/Twig, WebSocket/Reverb, PWA.

Education and Languages

Istanbul Şehir University · B.Sc. Computer Engineering · 2013–2018 · Taught entirely in English

Istanbul Medeniyet University · M.Sc. Engineering Management (thesis track) · Thesis stage

Turkish: Native. English: Advanced; used regularly for technical documentation and international business communication.

Open to on-site work in Istanbul, hybrid and remote roles. Military service completed.