

ECE BERRAK

Marketing & Growth | AI Products | Founder-level User Communication

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Marketing and growth professional with hands-on experience building and shipping AI-native products. Background spans user communication, lifecycle campaigns, and cross-functional execution in enterprise SaaS, combined with founder-level ownership across product, GTM, and AI tooling. T-shaped, curious, and motivated by the intersection of clear communication, user insight, and applied AI.

PROFESSIONAL EXPERIENCE

Nautilida — Co-founder & CEO

2025

AI Team Lead for Sales (Pre-seed SaaS)

- Co-founded an AI-native sales platform that unifies the revenue stack, cross-coordinates sales teams, and automates follow-through across the pipeline.
- Led product strategy and go-to-market end-to-end alongside technical co-founder; owned roadmap, positioning, messaging, and customer development.
- Secured Letters of Intent (LOIs) and onboarded a design partner through structured discovery and validation cycles, translating user pain points into product requirements.
- Built and shipped the company website, comparison pages, and a 7-chapter category literacy microsite using Claude Code — applying SEO, AEO, and GEO principles so AI answer engines cite the product by name.
- Designed and operated an automated GTM engine (n8n, outreach sequencing, CRM workflows) for lead generation, qualification, and nurture — replacing manual SDR work with agentic flows.
- Open-sourced an Apps Script inbound lead automation pipeline (MIT) integrating Apollo, HubSpot, Google Sheets, and Chat — zero-infrastructure alternative to enterprise lead routing.
- Owned product roadmap and feature development end-to-end, and led design and brand identity — building hands-on product, design, and branding judgment throughout the process.

Dataiku — User Communication & Growth Marketing

11/2024 – 04/2025

AI & Enterprise Analytics Platform

- Owned user communication across email (HubSpot) and in-product messaging, supporting adoption, retention, and ongoing user engagement.
- Worked cross-functionally with Product, Customer Success, Technical, Content, and Event teams to align communication with product updates and campaigns.
- Managed communication for two distinct user segments: general users (onboarding and day-to-day clarity) and user champions (advanced usage and long-term engagement).
- Acted as a direct point of contact for users, resolving adoption-related questions and supporting freemium usage with awareness of extension and renewal contexts.
- Joined the initiative at an early stage and contributed to establishing communication workflows; the project proved successful and continues to scale.

CRS Soft — Creative Marketing Associate

01/2022 – 09/2022

Enterprise Software Company

- Contributed to UX, SEO, and content optimization for software products, improving user flows, discoverability, and usability.
- Supported HR marketing and employer branding initiatives, including career pages and recruitment-focused content.
- Designed and optimized user journeys and research frameworks (Miro), aligning UX thinking with performance-oriented marketing and HR communication goals.

Plandy — Community & Content Specialist

05/2020 – 01/2022

Event Discovery & Ticketing Platform (SaaS)

- Collaborated with BDR and growth teams on community-led acquisition initiatives for an event discovery and ticketing platform.
- Represented the platform at events and community activations, engaging directly with users and event organizers to gather feedback on discovery, ticketing, and usability.
- Facilitated feedback loops between users, organizers, product, and marketing teams to improve onboarding clarity, event listings, and feature communication.
- Supported content and messaging across digital channels to increase event visibility, user engagement, and platform awareness.

EDUCATION

Hochschule für Wirtschaft und Recht Berlin

2023 – 2025

M.A. Political Economy

- Focus on economic policy, governance, and digital transformation.
- Master's Thesis: Digitalization and Technological Transformation in Retail Chains.

Istanbul Bilgi University

2019 – 2023

B.A. International Relations & Public Relations (Marketing Minor)

TECH STACK

Tools I actually use — daily-driver stack across AI, GTM, CRM, analytics, web, and ops.

AI · build · ship

Claude Code · ChatGPT · Anthropic API · Perplexity · GitHub · Prompt frameworks

GTM · CRM · automation

n8n · Apollo.io · HubSpot · Instantly · Zapier · Apps Script · Gojiberry

Content · design · web

WordPress · Webflow · Framer · Figma · Canva · CapCut · Tally

Data · ops · growth

Notion · Airtable · Asana · Dataiku · Google Analytics 4 · Search Console · Microsoft 365 · Google Workspace · Lex Office · Google Ads

Literacy · learning

HTML / CSS / JS

ADDITIONAL INFORMATION

Portfolio: ece-berrak.github.io — for a deeper look at who I am, selected projects, build logs, and the full stack, the portfolio is the best place to learn more about me.

Languages: Turkish (Native), English (Native), German — B1 (Intermediate).

Certifications: HubSpot Sales Hub Software, HubSpot Reporting, HubSpot Email Marketing Software, Dataiku Core Designer, Google Ads Search Certification, Google Digital Marketing & E-commerce Specialization (Coursera), The Field Guide to Human-Centered Design (Canva / IDEO.org), Basics of Strategic Management (IBMI). View on LinkedIn.

Skills: Project & process coordination · CRM & user communication · Content & email marketing · AI literacy & applied usage · Prompt engineering · Product roadmap & feature development · Design & brand direction · SEO, AEO & GEO (Search / Answer / Generative Engine Optimization) · Comparison-page strategy · llms.txt & schema.org · Google Analytics 4 · GTM automation · Outreach & lead generation systems · Customer discovery & validation · Automation (n8n, Zapier, Apps Script) · GitHub · Claude Code · UI/UX design.

References: Available upon request.