

CONTACT

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EDUCATION

2011 - 2018

ISTANBUL TECHNICAL UNIVERSITY

- BSc Mathematical Engineering

SKILLS

- Customer data modeling
- Journey design & automation
- SQL & data transformation
- AMPscript / SSJS
- Marketing Cloud Next
- Agentforce & AI agents
- Solution design & discovery
- Pre-sales & demos

ACCREDITATIONS

- Agentforce FDE Ready - Practitioner
- Data Cloud Consultant
- Agentforce Specialist
- Marketing Cloud Personalization
- Marketing Cloud Intelligence
- Loyalty Management
- Marketing Cloud Consultant
- Marketing Cloud Administrator
- Marketing Cloud Email Specialist
- Salesforce Administrator

LANGUAGES

- Turkish (Native)
- English (Fluent)
- Korean (Limited Working)
- Japanese (Elementary)

HOBBIES

- Diving: PADI, SSI & AIDA
- Remote work across 14 countries
- AI side projects
- Board games / fantasy fiction

MERVE AYAN

SENIOR SALESFORCE CONSULTANT

Data Cloud & Marketing Cloud consultant, leveraging Agentforce for AI-powered experiences.

WORK EXPERIENCE

Senior Salesforce Consultant | INSPARK | Oct 2022 - Present
(Senior since Dec 2025 · Guild Lead since Sep 2024)

- Technical lead on MCE, MCP, Data Cloud, and Agentforce for CarrefourSA, a leading Turkish grocery retailer within the global Carrefour group.
- Drive CarrefourSA's e-commerce personalization strategy and the data model behind their move toward a super-app.
- Consultant on Data Cloud & MCE for CCI (Coca-Cola İçecek), a multinational bottler across 12 countries, part of Anadolu Group.
- Build Agentforce and AI shopping assistant use cases from design to deployment.
- Design customer data models and journeys for marketplace-scale platforms.
- Guild Lead: SME on Data Cloud, MCE & MCP; own onboarding and SFMC training company-wide.
- Build and pitch pre-sales presentations and product demos.

Salesforce Consultant | CoreDet | Jan 2021 - Oct 2022

- Technical lead on a Marketing Cloud Engagement implementation for SunExpress, a major low-cost airline operating across Europe and Turkey.
- Led a Marketing Cloud Intelligence build for Vestel, a Turkish multinational in consumer electronics, home appliances, and IT.
- Delivered Sales Cloud and Community Cloud projects for KaleSeramik, solving data-architecture problems and building ETL pipelines and visualizations that answered live business questions.
- Ran discovery and working sessions with stakeholders, translating requirements into shipped implementations.

Data Engineer & BI Analyst | GroupM | Feb 2020 - Jan 2021

- Built Datorama (Marketing Cloud Intelligence) solutions for enterprise clients including P&G, Colgate, Turkcell, Garanti Bank, L'Oréal, and Unilever.
- Led onsite discovery sessions and trained the Data & Analytics team on Datorama.
- Built custom dashboards turning fragmented marketing data into decisions.

Analytics Consultant | ommetrics | Jul 2019 - Jan 2020

- Implemented dataLayer specs and GTM container setups for client web and app properties, defining the event schemas behind them.
- Audited analytics implementations, closed tracking gaps, and built dashboards on the captured behavioral data.

SEO Analyst | Converged Agency | May 2018 - Oct 2018

- Ran backlink analysis, blogger outreach, and keyword research to lift SEO performance.
- Delivered monthly performance reports and implemented on-site and off-site SEO strategies.

SEM Specialist | adXclusive | Aug 2017 - Mar 2018

- Developed media plans and managed daily paid-channel optimizations to improve campaign performance.