

ONUR KINAY

SENIOR SOFTWARE DEVELOPER & LINUX SYSTEM ADMINISTRATOR

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Bağcılar/İstanbul

SUMMARY

Backend-focused Full-Stack Developer & Linux System Administrator with strong expertise in Laravel, Node.js, Next.js, and Linux infrastructure. Started developing software in 2013, building strong fundamentals through hands-on coding and problem solving before AI-assisted development became mainstream. This background has developed strong code-reading, debugging, and independent development skills.

Experienced in designing and developing scalable CRM and communication platforms, including Chatmatic, a unified messaging system integrating WhatsApp, Instagram, Facebook Messenger, and email into a single sales platform.

Experienced in building real-time architectures using Meta Graph API, webhooks, Redis, MySQL, and Socket.IO, while managing production infrastructure with Nginx, Docker, and Linux. Strong focus on performance, scalability, automation, and building custom solutions that reduce dependency on costly third-party services.

EXPERIENCE

September 2025 – now

Senior Software Developer, Arsol Dijital

- Developed a **multi-channel customer communication platform** integrating **WhatsApp, Instagram Facebook Messenger, Web Chat, and email** into a single interface.
 - Designed to enable **potential customers** to communicate directly with the **sales team**, and allow **multiple sales representatives** to collaborate within shared conversations.
 - Built with **Node.js** (Meta API – Webhook & Graph API) and **Vue.js**, ensuring real-time message flow via **Redis, WebSocket**, and **MySQL**.
 - Took full ownership of an incomplete project, refactored and stabilized it for production use.
 - Integrated **WhatsApp Calling**, enabling businesses to manage and track customer calls directly within the Chatmatic platform.
 - Developed **Instagram and Facebook comment** management, allowing businesses to monitor, manage, and respond to customer interactions from a centralized interface.
 - Developed comprehensive **WhatsApp template management** with template creation, approval tracking, message delivery monitoring, and performance analytics, enabling businesses to manage and optimize template-based campaigns from a centralized platform.

- Developed **custom CRM systems** with **Laravel** for healthcare, insurance, and legal companies.
 - Created modular features tailored to business needs, with **role-based access control** and **multi-tenant** architecture.
 - Developed conversation analytics to track leads from initial contact through meetings and appointments, with representative-level performance reports and conversion metrics.
 - Improved real-world **conversation-to-appointment conversion** rates from **20% to 30%** by providing sales teams with actionable performance insights and optimized follow-up workflows.
 - Developed **Esteforce**, a healthcare-focused CRM and appointment management platform designed to manage the complete customer journey from lead acquisition to consultation and appointment.
 - Built comprehensive **appointment management** workflows for scheduling, tracking, and managing customer appointments, enabling sales and clinic teams to monitor the entire process from initial contact to completed appointment.
 - Developed **representative-level reporting and conversion analytics** to measure lead-to-meeting and meeting-to-appointment performance, helping businesses identify bottlenecks and improve appointment conversion rates.
 - Implemented **automated lead and appointment tracking** across multiple acquisition channels, providing a centralized view of customer activity, follow-ups, and appointment status.
- Handled **Linux server administration and security**:
 - Performed **server setup, firewall and SELinux configuration**, user management, and continuous system monitoring.
 - Implemented proactive security, performance, monitoring, backup, and availability measures for Laravel applications running on Linux servers, minimizing downtime and preventing potential production issues.
 - Deployed secure environments using **WireGuard VPN**, Redhat **Cockpit**, and **Nginx**, with custom Cockpit plugins for socket monitoring and CRM management.
 - Actively used **Linux command-line tools** for service control, log analysis, and automation.
- Ensured **business continuity** and **system maintainability** after the original developer's departure, while improving team collaboration and operational efficiency.
- Project Websites: **Chatmatic** — <https://www.chatmatic.com.tr/> | **Esteforce** — <http://www.esteforce.com/>

October 2024 – May 2025

Senior Web Developer, Medart Health Toursim

- Led full-stack development of a WooCommerce-based e-commerce platform, replacing 3+ third-party plugins with optimized PHP solutions, cutting page load time by **40%**. (shop.medarthair.com)
- Developed an interactive hair transplant graft calculator that estimates required grafts by scalp area and captures customer leads through an integrated form, increasing qualified customer inquiries and consultation opportunities. (graft.medarthair.com)
- Integrated İşbank & Akbank POS systems with secure payment flows.
- Developed Next.js landing pages (AWS & Vercel) with **95+ Lighthouse scores**, increasing SEO-driven traffic by **30%**. (lp2.medarthair.com)

- Implemented CI/CD pipelines for rapid deployment and automated testing.
- Maintained and optimized WordPress-based websites, ensuring performance, security, and usability.

June 2015 - August 2015

Web Developer (HTML/CSS/PHP), Atilim Media IT Services

- Designing various websites and implementing PHP integration.

Since 2015

Web Developer (HTML/CSS/PHP/Wordpress), Freelancer

- Delivered custom **PHP** and **Wordpress** solutions for businesses, from small corporate websites to enterprise-grade platforms.
- Managed **Linux servers** for hosting, security hardening, and performance optimization.
- Built and deployed on web hosting

EDUCATION

2020 – Jan. 2025

B.Sc., Computer Engineering, Fatih Sultan Mehmet Vakif University

2018 – 2024

B.Sc., Electrical Electronic Engineering, Fatih Sultan Mehmet Vakif University

2013 - 2017

Database Programming, Abdurrahman ve Nermin Bilimli Vocational and Technical Anatolian High School

TECHNICAL SKILLS

- **Backend:** Laravel, PHP, Node.js (Express, NestJS), .NET, Python, Django, Java
- **Frontend:** HTML, CSS, Next.js, React, Vue.js, TailwindCSS
- **Desktop:** C#, Java, WPF
- **Database:** MySQL, PostgreSQL, MongoDB, Redis, PL/SQL, T-SQL
- **DevOps & SysAdmin:** WireGuard VPN, Linux (Ubuntu, RedHat), Nginx, Apache, Docker, Kubernetes, CI/CD, AWS, Azure, Vercel, Windows Server
- **Messaging & APIs:** GraphQL, REST, RabbitMQ, Apache Kafka
- **Other:** UiPath RPA, Cisco/Fortinet Networking, Wordpress/Woocommerce

LANGUAGES

- Turkish: Native
- English: Intermediate – B2 – actively reading/writing technical documentation

PERSONAL INFORMATION

- Military Service: completed
- Driver License: B