



Esra Yildirim

Business & IT Consultant

Düsseldorf, Germany | +49 179 4190892 | esrayildirim1@outlook.de

PROFILE

Business & IT consultant with 3.5 years of project experience in business analysis, requirements definition, process improvement and international rollouts. Translates business needs into specifications for development teams and coordinates implementation, user acceptance testing and go-live.

EXPERIENCE

Founder | monvesta

Apr 2025 - Sep 2026 | Digital financial education brand

- Developed the business model and positioning from customer-segment and market analysis through launch; implemented a five-stage curriculum and the customer journey.
- Delivered a stock market bootcamp with **over 30 participants** and four webinars with around 25 attendees each; grew the LinkedIn community to 1,000 followers within six months.

Product Manager | BeKa Tec GmbH, Hilden

Oct 2023 - Mar 2025 | IT service provider focused on Adobe solutions for B2B clients

- Translated market and customer needs into requirements and specifications for digital services, taking technical feasibility into account.
- Analyzed B2B markets, competitors and customer needs to identify opportunities to expand the service portfolio.
- Presented recommendations to senior executives; based on the analysis, **two new service packages** were added to the portfolio and secured client orders.

Change Management Consultant | BeKa Tec GmbH, Hilden

Dec 2022 - Sep 2023 | Freelance consulting engagement; subsequently hired as Product Manager

- Designed and conducted an organization-wide gap analysis; documented existing processes in stakeholder workshops and defined the target state.
- Developed and prioritized **more than 20 improvement initiatives** with senior leadership; the program established a new organizational structure with clearly defined team responsibilities.
- Introduced the company's first Jira board, used by **over 100 people** on international Henkel projects, and automated task and subtask creation during project setup.
- Led two additional projects in parallel: launched a SharePoint intranet within three months and established a four-person social media team; coordinated stakeholders through rollout.

EXPERIENCE | CONTINUED

Web Content & Quality Lead | Henkel AG, Düsseldorf

Oct 2021 - Nov 2022 | Freelance engagement in an international CMS migration program

- Supported the migration of **60 B2C and B2B brand websites** to Adobe Experience Manager (AEM); coordinated content, quality and rollout requirements between marketing and development teams.
- Developed **more than 50 reusable master templates** that became the standard for international rollouts, reducing setup effort and improving consistency.
- Led pre-launch quality assurance and UAT, verifying implementation against defined requirements; template reuse reduced deviations and rework in subsequent rollouts.

EDUCATION

M. Sc. Management Information Systems (Wirtschaftsinformatik)

Oct 2019 - May 2025 | Paderborn University | Grade 1.2

M. Sc. International Economics and Management

Apr 2019 - May 2025 | Paderborn University | Grade 1.3

Both master's programs completed in parallel alongside work. German grading scale: 1.0 = best.

B. Sc. Business Administration and Economics

Oct 2014 - Feb 2019 | Paderborn University | Grade 2.4

SIDE PROJECTS

Co-Founder | Keekz

Sep 2022 - Nov 2023 | Mobile app for unused capacity in hospitality and leisure

- Co-developed and iterated an MVP with **over 30 test users**; owned the Flutter front end, user feedback and digital marketing.
- Achieved top-five placements in two startup competitions: Call for Ideas OWL and NEXT Award Düsseldorf; built a community of over 1,500 followers on Instagram and TikTok.

SKILLS

Consulting & methods

Business analysis, requirements engineering and specification, as-is and to-be analysis, process modeling and improvement, gap analysis, change management, project and stakeholder management.

Digital & technology

Adobe Experience Manager, CMS migrations, system rollouts, go-live support, user acceptance testing, Jira automation, SharePoint, Confluence, Microsoft 365, Flutter.

Languages

German and Turkish: native | English: fluent