

Betul Erbasi Yilmaz

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Project Manager - Professional Summary

Results-driven Project Manager with over 10+ years of experience leading cross-functional teams for projects with direct customer impact, managing KPIs through dashboards, and driving end-to-end data pipeline operations, maintenance and risk mitigation at Amazon, backed by a PhD background in structured linguistic data and research methodology. Proven track record of accelerating time-to-market by 85%, driving high-impact product launches that generated 50% above-goal revenue, 2M+ watch hours, and executing data-driven optimizations that reduced system latency by 77%. Skilled at aligning engineering, data science, and business stakeholders to translate complex domain knowledge into scalable customer experiences.

Skills

Project Management: Stakeholder Management, Roadmap Planning, Risk Management, Agile Delivery

Project Management Professional (PMP) Candidate: Expected Exam Date: **October 2026**

Technical: Asana, SQL, Python (Basic), R (Basic), ETL, AWS S3, Redshift, Tableau, Experiment Design (Qualtrics)

Languages: Turkish (native), English (fluent), German (classroom study)

Experience

Amazon

Knowledge Engineer/Project Manager

May 2022-Present

- Led cross-functional delivery and roadmap for automated daily video content ingestion ETL pipelines, optimizing project lifecycle efficiency by 85% (accelerating time-to-market from weeks to hours) while generating 50% above goal annual revenue, 2M+ watch hours, and performance gains across categories. Documented the process for future use.
- Implemented continued data-driven optimization plan and built KPI dashboards based on engagement and monetization metrics to improve customer satisfaction through trends analyses, driving 37% increase in watch time and 13% increase in completion rate, and maintaining revenue metrics stable (80-100% of annual goal).
- Developed a data-driven roadmap and gathered requirements to improve Thanksgiving experience on Alexa, facilitating partnerships with external and internal teams to improve Q&A performance and launch new interactive experiences (e.g., 6 polls, 4 quizzes, 30 daily questions) that generated 80% growth in user engagement and 272k total user actions.
- Launched pipelines ingesting 83k cooking data (rows) and led ontology optimization efforts to manage risks due to high customer traffic during holidays, leading to 77% latency and 54% error rate reduction, and 28% comprehension increase.
- Developed data pipelines to ingest 400GB of content, supporting music and event-related customer interactions and LLM training. Partnered with content, engineering, science, product teams to translate domain-specific needs into scalable solutions in the process.
- Drove strategies to transfer system understanding by designing ontologies and semantic mapping systems for 2 content domains (food, music) to align unstructured data with natural language Q&A models, improving data retrieval accuracy and response quality.
- Co-developed mapping systems for health- and food-related topics, improving coverage and precision of voice answers that translated messy domain data into structured knowledge representations, resulting in 1k daily Q&A interactions.
- Spearheaded cross-functional root-cause analysis with international teams to identify and resolve regional regressions, successfully mitigating gaps for 6k daily customer queries.
- Worked with internal annotator teams to curate 1k facts regarding various food topics to improve understanding and answering.
- Independently developed ETL pipelines and ontologies to answer complex queries (e.g., food seasonality, dietary needs, music charts), supporting 300k+ customer responses in the first year and ongoing similar performance.

University of Southern California

PhD Researcher

Aug 2015-May 2022

- Constructed and gathered extensive qualitative data in detail (300+ data sets) in Turkish complementation via 1:1 interviews during dissertation. Developed a new comprehensive data modeling framework for Turkish grammar.
- Managed international research initiatives across the US, Turkey, and Germany to run various linguistic experiments with 200+ participants, establishing standardized research guidelines for stakeholders and analyzing patterns using R (ANOVAs) and Excel.

-Co-managed end-to-end research projects for 3 under-documented languages (Kurmanji Kurdish, Sason Arabic, Homshetsi): defining hypotheses, collecting data, designing metrics, performing analysis, and communicating insights.

-Delivered presentations on complex statistical results to both technical and non-technical audiences (30-45 participants), including global academic conferences and internal research groups.

Education

UNIVERSITY OF SOUTHERN CALIFORNIA

2022

PhD, Linguistics

BOGAZICI UNIVERSITY

MA, Linguistics

2015

BA, Foreign Language Education

2012