

Serhat Güney

User Acquisition & Performance Marketing Lead

Istanbul, Türkiye
serhatguney.com

User acquisition and performance marketing lead with 10+ years in paid growth: six years running UA for subscription apps at Teknasyon, performance marketing and brand management for fintech, property and e-commerce brands at Adinteraction, and co-founder of Scora, a live-score app I built with Claude Code.

EXPERIENCE

JUN 2026 - PRESENT

Co-Founder · Scora

- Built a live-score app for football and basketball with Claude Code (React Native, Supabase, iOS widgets and Live Activities), live on the App Store in about eight months.
- Own ASO and acquisition: store listings, Apple Search Ads, Meta and Google Ads, with Meta and TikTok SDKs for attribution.

JAN 2023 - PRESENT

Performance Marketing Director · Adinteraction

- Lead performance marketing and brand management for fintech, property and e-commerce clients across Meta, Google, TikTok and X.
- Built property lead funnels around quality: SMS-verified qualifying forms lifted lead-to-visit from 4-5% to ~20%.
- Design measurement end to end: GA4, GTM, Meta CAPI, Enhanced Conversions and CRM data, reported in BigQuery and Looker Studio.
- Freelance, through the agency's partners: event registration pages for client Turplus, with form capture, CRM sync and automated emails.

AUG 2022 - JAN 2023

User Acquisition Consultant · ShyftUp

- ROAS-led user acquisition for growth-stage apps, remote and freelance.

DEC 2016 - JAN 2023

Senior Digital Marketing Specialist · Teknasyon

- Owned paid UA for Getcontact: $1M+ a year across 5 core markets on Meta, Google App Campaigns, TikTok and Apple Search Ads.
- Set up Kompanion's acquisition from scratch at launch; ran multi-geo campaigns across up to 35 countries for other portfolio apps.
- Built web-to-app funnels and cohort, LTV and payback reporting in Adjust, RevenueCat and AppsFlyer.

JUN - NOV 2015

Videographer & Video Editor · Muse İstanbul

SKILLS & TOOLS

Channels

Meta · Google Ads · TikTok · Apple Search Ads · Snapchat · X · ASO

Attribution & Analytics

Adjust · AppsFlyer · RevenueCat · Firebase · GA4 · GTM · Meta CAPI

Subscription Economics

Web-to-app funnels · LTV / CAC · Payback · ROAS · Cohorts · Creative testing

Data & Build

BigQuery · Looker Studio · Zapier · Expo · Supabase · Claude Code

CERTIFICATIONS & COURSES

- Apple Search Ads Certified — Apple
- Google Ads Search, Apps, Shopping and Analytics — Google Skillshop, 2024
- Digital, Content and Social Media Marketing — HubSpot Academy, 2024
- Claude Code 101, Claude Platform 101 — Claude Academy
- Three AI and app-building courses — Buildcamp

EDUCATION & LANGUAGES

B.A. Cinema & Television
Beykent University, 2011 - 2015

Turkish (native), English (fluent)