ALEYNA EKİCİ



Economics student at Yıldız Technical University with experience in campus marketing, corporate relations, event management, and content creation. Currently serving as Vice President of Corporate Relations, leading sponsorship and partnership initiatives within one of the university's largest student organizations. Passionate about brand communication, digital marketing, and creating impactful collaborations.

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EDUCATION

Yıldız Technical University
Economics Student (%100 English)
2024-2029

EXPERIENCE

Garanti BBVA | Campus Represantative | October 2026 - Present

- Develop creative ideas and campus engagement strategies, promote brand initiatives, and communicate Garanti BBVA's campaigns to the university community.

Yves Rocher | Campus Brand Consultant | March 2026 - September 2026

- Created TikTok and social media content while planning promotional campaigns to increase brand awareness and student engagement.
- Coordinated with university departments to organize on-campus promotional stands and represented the brand at campus events.

Maruderm | Campus Representative | 2025–2026

- Organized on-campus promotional stands and engaged with students to introduce the brand.

IRIE | Campus Representative | March 2026 – July 2026

- Supported brand visibility by creating awareness among university students.

Kariyer.net | Live Stream Moderator – 2025 YKS Preference Days

- Moderated live broadcasts, engaging prospective university students and guiding discussions with guests.

EXTRA CURRICULAR ACTIVITIES

YTU Quality and Productivity Club | Oct 2024 - Present

- **Vice President of Corporate Relations (26/27):** Managing corporate partnerships, sponsorships, and supervising project leaders in organizing high-impact events.
- **Project Leader (25/26):** Led the organization of two major events by overseeing planning, budgeting, and execution, while mentoring project teams within a 4,000+ member student organization.

ESTIEM (European Students of Industrial Engineering and Management | Oct 2024 - Present

- Participated in international cultural exchanges organized by ESTIEM Local Group Barcelona.
- Organized local events for international participants, managing logistics and fostering cross-cultural communication.

ESTIEM Public Relations Committee | LinkedIn Responsible | September 2025 – August 2026

- Managed the organization's LinkedIn account by creating and publishing engaging content to strengthen brand visibility.

SKILLS & CERTIFICATIONS

- **Language Skills:** English (B1 – Intermediate)
- **Technical Skills & Tools:** Microsoft Office, Google Workspace, Slack, Canva, Adobe Photoshop
- **Certifications:**

Back to School Career Summit | Youthall (October 2026)
Future Sales Leader Academy | Youthall (August 2026)
Vodafone Summer Campus | anbean (June 2026)
Boomerang Careers | 3İK (December 2025)
Breaking Barriers: Dreamers to Doers | Boğaziçi University (October 2024)