

ECESU PAMUKLU

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PROFESSIONAL SUMMARY

Marketing-focused 3rd-year Business Administration (German) student, combining **marketing, digital content, SEO, social media**, and visual storytelling. Hands-on experiences gained through internships and academic programs in **short-form video production, market research, brand communication**, and editorial publishing. International and cultural experiences obtained in Germany, Spain, and Türkiye. Seeking a **Marketing / Brand Intern** role where I can contribute to **brand visibility, audience engagement, content performance**, and digital growth.

EDUCATION

Marmara University

B.A. Business Administration (German Curriculum) – Focus: Marketing

Oct 2023 – Expected 2028

Istanbul, Türkiye

- Focus areas: **Brand Management, Market Research, Digital Consumer Behavior, Strategic Planning.**

Anadolu University

Associate Degree in Brand Management (English, Open Education / Distance Learning)

2026 – Present

Eskişehir, Türkiye

- Focusing on **integrated marketing communication, digital brand strategy**, audience positioning, and **consumer insights.**

SRH Berlin University of Applied Sciences

Erasmus+ Exchange Semester – Business & Marketing Focus

Feb 2026 – Jul 2026

Berlin, Germany

- Completed international coursework in **Digital Marketing Strategy, Cross-Cultural Management**, and Global Communications.

Istanbul Fashion Academy (IMA)

Fashion Editorial & Media Programme

Completed Feb 2026

Istanbul, Türkiye

- Researched, curated, authored, and designed a **48-page fashion magazine**, combining editorial research, **copywriting, visual direction**, and publishing.

WORK & EDITORIAL EXPERIENCE

Esvita Clinic

Social Media & Videographer Intern

Jan 2026 – Mar 2026

Istanbul, Türkiye

- Produced, filmed, and edited **short-form video assets** for **Instagram Reels and TikTok**, driving **organic audience engagement** and digital brand reach.
- Developed creative storytelling concepts and structured video hooks aligned with brand guidelines and healthcare communications.
- Managed end-to-end post-production workflows in **Adobe Premiere Pro** and **CapCut**; monitored **performance analytics** to refine content hooks.

Marmara University – Faculty of Technology

Student Assistant (Working Student)

Nov 2024 – Jul 2025

Istanbul, Türkiye

- Supported the Dean's Office through **administrative coordination, institutional correspondence**, student relations, and document management.
- Maintained structured digital records and communication workflows, optimizing operational accuracy and stakeholder turnaround.

Escola Thau Sant Cugat

AIESEC Volunteer Teacher & Youth Mentor

Feb 2023 – Apr 2023

Barcelona, Spain

- Delivered interactive English and sustainability workshops and mentored international student delegations preparing for the EU Youth Congress; awarded the **AIESEC Global Volunteer Certificate.**

CERTIFICATIONS & CONTINUOUS LEARNING

- Foundations of Digital Marketing & E-Commerce / Digital Marketing Fundamentals** – Google (In Progress)
- AIESEC Global Volunteer Certificate** – AIESEC in Spain (2023)

CORE SKILLS & TOOLS

Marketing & Strategy: SEO Copywriting, Brand Management, Market Research, Brand Communication, Content Marketing, Social Media Strategy, Digital Storytelling, Editorial Publishing

Creative & Design: Adobe Premiere Pro, CapCut, Canva, Adobe InDesign, Adobe Lightroom

Analytics & Productivity: Meta Business Suite, TikTok Analytics, Google Workspace, Microsoft Excel, PowerPoint, Word

AI & Content Tools: ChatGPT, Gemini, Midjourney

LANGUAGES

Turkish: Native | English: C1 (IELTS 8.0 / DET 130) | German: B2.1 (MUNYFS 2024)