

Naz Alhan

Economics Student · Founder, Bilkent Wellness Club · Aspiring Luxury Wellness Entrepreneur

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PROFILE

Economics student and founder at the intersection of wellness and luxury, with a strong instinct for consumer insight and community building. Built a 15-person organization from the ground up, closed seven brand partnerships and trained in luxury management at SDA Bocconi. A leader who thrives on teams and relationships, aiming to build her own premium wellness brand.

LEADERSHIP & EXPERIENCE

Bilkent Wellness Club (İyi Oluş Kulübü) 2026 – Present

Founder & President · Bilkent University, Ankara

- Founded the club from scratch; personally run finance, marketing and event organization while leading a 15-person core team.
- Organizing a 400-participant launch event (3 Oct 2026).
- Personally sourced, pitched and closed all 7 sponsorships: Whisk, Evereat, Potamya, Birdiejay, Ecocharm, Mia Mito Matcha, Ece Şenkal.
- Organized the “Kız Kıza × Bilkent Wellness Club” yoga & Pilates retreat in Cappadocia (16–18 Oct 2026), confirmed with deposits.
- Lead events end to end with a focus on sales, marketing, PR and brand image, customer experience, and team coordination.
- Created the club’s brand identity and content strategy as its on-camera face; reached 1,500 followers and 30K+ views.

Wellrunners 2026 – Present

Founder · Running event club on Strava & Instagram

- Founded in Sept 2026 and run it single-handedly: finance, marketing and events; 50 members in the first month.
- Launched “Running 101” to get 18–24-year-olds running; organizing the first event, “Morning Matcha Party”, a 50-guest invite-only VIP event (11 Oct 2026).

EDUCATION

Bilkent University, Ankara Expected 2029

B.A. in Economics · 50% Merit Scholarship

SDA Bocconi School of Management, Milan Summer 2026

Luxury Management Summer Program · Certificate

- Case studies on Gucci, Bottega Veneta, Ferrari, Zegna and Rolex; competitive analysis of Fendi vs. Valentino Garavani.
- Analyzed store layout, visual merchandising and client engagement at Milan flagships incl. Dior and Valentino.
- Designed an ALO Yoga pop-up concept for Milan Design Week (Fuorisalone).

Özel Artı Destek Anadolu Lisesi 2024

High School Diploma

CERTIFICATIONS

Luxury Management

SDA Bocconi · 2026

Announcing & Presenting

Başkent İletişim Bilimleri Akademisi · MEB-approved · 2026

Leadership Presence & Personal Branding

Neo Skola · 2025

Financial Literacy Academy

anbean · 2024

Ballet — Intermediate

Royal Academy of Dance · 2023

LANGUAGES

Turkish · Native

English · Professional (IELTS 6.5)

German · Beginner (A1)

SKILLS

Consumer insight · Community building · Audience engagement · Event planning & management · Project management · Sponsorship & partnerships · Negotiation · PR & brand image · Customer experience · Stakeholder management · Team leadership · Budgeting · Sales & marketing · Social media & content · Public speaking

Canva · Excel · PowerPoint · CapCut (learning)

SPORT & MOVEMENT

15 years of ballet (ages 5–20), 4 stage productions. Fitness & strength training since 2020.

INTERESTS

Skincare, longevity, nutrition, functional training, Pilates, yoga, running, fashion.