

Yagmur Erbasan

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Education

University California of Los Angeles Extension *03/2018-12/2018*

Marketing with Concentration in Digital Marketing

- Prepared a project for Chilli Beans Sunglasses US, analyzed the market and gave feedback to US CEO to increase the brand awareness and brand positioning
- Created a unique energy bar product line, made it's business plan, branding, packaging and sales tactics

Istanbul Bilgi University, Istanbul, Turkey *09/2012-06/2017*

Bachelor of Arts in Business

Minored in English Language

Work Experience

Content Creator & Copywriter *03/01/2019-now*

- *Wrote the narratives for client projects (Website, Social Media Channels, Youtube, Application)*
- *Developed city branding projects and presentations*
- *Translated client projects in English*
- *Managed talents for Voice Over*
- *Managed Social media platforms*
- *Conducted Market Researches for projects*
- *Organized meetings*
- *Managed day-to-day operations for company*
- *Provided office equipments*

Content Marketing Intern , I mean It Creative Agency & Dreamogram Motion

Picture and Entertainment Agency

12/14/2018-02/28/2019

- *Directly assisting executives*
- *Assisting in managing client projects*
- *Producer Assistant for ads campaign*
- *Producer Assistant for USA Network and Netflix projects*
- *Shoot key arts for Netflix project*
- *Managed Social Media Platforms, Instagram, Facebook, Twitter*
- *Managed day-to-day operations*
- *Assisting with scheduling, managing calendars and meetings*

**Marketing/Digital Marketing Intern, La Brea Dining,
LA, US**

10/03/2018-12/05/2018

- *Managed Social Media Platforms; Instagram, Facebook, Yelp*
- *Build a project with Influencers and Foodies to boost awareness*
- *Made weekly social media reports*
- *Found creative concepts*
- *Shoot food photography*
- *Hosted Yelp Elite Event*

**Founder, President, Barınakta Hayat Var, (Non-Profit Animal Welfare
Association), Istanbul, Turkey**

09/2015-06/2018

- *Organized meetings with influencers and celebrities about animal rights*
- *Created a fund and controlled it according to expenses*
- *Worked with Turkey's only Guide Dog Association*
- *Provided food, shelters, medicines and physical care for stray animals*
- *Created awareness about animal rights*
- *Collaborated with other animal right organizations all around Istanbul and Turkey*

Intern, Opet Gasoline, Istanbul, Turkey

04/2017-06/2017

- *Created monthly financial reports*

**Retail assistant, The Dragonfly Market,
Istanbul/Turkey**

09/2015-06/2017

- *Retail purchasing*
- *Categorized products*
- *Entered data into the main system*
- *Optimized storage*
- *Priced products*

Related Skills

Language

Turkish (Native), English (Advanced), French (DELF A2)

Computer

MS Word/ Excel/ Powerpoint

References

Mark Stern

Marketing Instructor
(UCLA)

Los Angeles, CA

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