FATMA NUR TOPAL

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Dual-degree graduate in Public Relations and Business Administration with a strong foundation in strategic communication, brand management, and data-driven analysis. Experienced in translating complex information into clear, compelling messaging that supports business objectives. Collaborative and adaptable, with a results-oriented approach to working in fast-paced, dynamic environments.

WORK EXPERIENCE

Corporate Communication Intern **Oct 2025 - August 2026**
Eczacıbaşı Topluluğu

Supported reputation management and stakeholder communication, contributing to messaging, media monitoring, content development, and crisis communication

Customer Management and Operational Support Intern **March 2025 - Oct 2025**
Shell Türkiye

Collaborated with cross-functional teams to resolve customer requests and streamline operational processes, contributing to improved workflow efficiency.

Brand Marketing Intern **June 2024 - August 2024**
TBWA İstanbul

Assisted in campaign planning by delivering audience insights, developing strategic briefs, and coordinating creative execution across teams.

Student Administrative Assistant – Faculty of Communication **Oct. 2023 - June 2024**
Marmara University

Coordinated administrative operations by managing documentation, organizing academic processes, and providing operational support to faculty leadership.

EDUCATION

Bachelor's Degree in Public Relations and Publicity **Oct 2021 - June 2026**
Marmara University

- Strategic Communication, Brand Management, Corporate Communication and Public Relations

Bachelor's Degree in Business Administration **August 2024 - July 2028**
Anadolu University – Open Education Faculty

- Developing knowledge in business management, marketing, finance, and strategic decision-making

ADDITIONAL INFORMATION

- **Languages:** English (Advanced), French (Intermediate), Spanish (Beginner–Intermediate).
- **Trainings:** ADcampus Media Agency, Unilever Customer Understanding & Digital Marketing, Brand Week Marketing, Enerjisa Womentum Program.
- **Core Skills:** Corporate Communications, Media Monitoring, Brand Management, Campaign Planning, Content Creation, Social Media Management, Customer Relationship Management, Customer Operations, Process Improvement
- **Tools:** Microsoft Office (Excel, PowerPoint, Word), Adobe Photoshop, [Canva, Google Analytics.]