

SERRA SARIMADEN

PUBLIC RELATIONS & PROMOTION STUDENT

Content Marketing | Brand Communication | Event Management

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PROFESSIONAL SUMMARY

Public Relations and Promotion student with experience in content creation, event management, brand communication, customer relations and campus marketing. Strong communication, teamwork and organizational skills with a passion for digital content, marketing and creating meaningful brand experiences.

EXPERIENCE

Freelance Content Writer Intern | dugun.com | March 2026 – Present

- Prepared SEO-oriented blog content for the website.
- Researched and selected visual content for digital publications.
- Supported interview planning and editorial coordination.
- Collaborated with the content team throughout the content production process.

Campus Ambassador | IRIE | March 2026 – August 2026

- Represented the brand across university activities.
- Coordinated campus promotional events and brand activations.
- Strengthened communication between the brand and university students.
- Supported marketing campaigns and brand awareness initiatives.

Event Intern Z Event | Congress Services | August 2024 – October 2024

- Supported congress and corporate event operations.
- Coordinated participant registration and event logistics.
- Assisted with event planning and operational processes.
- Collaborated with teams to ensure successful event execution.

Barista | Caribou Coffee | February 2024 – April 2024

- Delivered customer-focused service in a fast-paced environment.
- Worked collaboratively with team members to ensure efficient service.

Sales Representative | Taptaze | August 2023 – October 2023

- Assisted customers throughout the sales process.
- Contributed to customer satisfaction and operational efficiency.

EDUCATION

Istanbul University

Bachelor's Degree – Public Relations and Promotion
2023 – Expected Graduation: 2027

High School

Ataşehir Anatolian High School (3 Years) & Avrasya College (1 Year)

- Graduated with Honor Certificate
- 2nd Place – High School Debate Competition

SKILLS

Technical Skills

- Microsoft Office
- Canva
- Content Writing
- Social Media Management
- Google Workspace
- AI Tools (ChatGPT)

LEADERSHIP EXPERIENCE

Head of Social Events & Social Responsibility Department

Istanbul University Business Club

- Planned and coordinated university events.
- Led social responsibility projects.
- Coordinated volunteer teams and event operations.
- Managed communication with sponsors and business partners.

