

*Curriculum Vitae*

**SILA SAVAŞ**

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**Education**

September 2015- June 2019

*Sabancı University, Istanbul*

BA in Management, Marketing Specialization

Entrepreneurship Minor

Relevant Courses: *Marketing Research, Marketing Strategy, Business Strategy, Social Psychology, Entrepreneurial Technology Commercialization*

August 2017-December 2017

*National University of Singapore, Singapore*

Business School

Global Exchange Program

Relevant Courses: *Entrepreneurial Marketing, Marketing in a Digital Age, Marketing and Consumer Culture in Japan*

September 2010-June 2015

*American Collegiate Institute, İzmir*

**Job Experience**

July 2019-September 2019

Creative Digital Media Intern, *Nuttersons*, Manchester

- Developed action plan for the digital marketing strategy
- Created SEO-friendly content for the blog and social media posts
- Conducted regular performance analysis and Adwords campaigns

January 2019-June 2019

Digital Marketing Intern, *PepsiCo*, İstanbul

- Prepared digital newsletters
- Supported the SEO processes and communication between brands, web agencies and the SEO company
- Assisted the management of the organization's social media presence through Spredfast

August 2018-September 2018

Victoria's Secret Intern, *Shaya*, İstanbul

- Translated the content on vsibinder.com and edited the original social media posts for the campaigns and promotions for the Turkish PINK social media scheduling calendar
- Analyzed the fluctuations in store traffic and exported sale, efficiency, stock reports

July 2017

Brand Management Intern, *Lidyana.com*, İstanbul

- Detected the missing or unclear visuals, faulty category names of active products in the website and revised product description, meta keywords, price ranges of the products

- Updated products and their sequence in the new products page for a refreshed look and better user experience

## Voluntary Work

September 2015-January 2016  
İstanbul

*Civil Involvement Project, Sabancı University,*

- Motivated primary school students during weekly visits to Diler Demir İlköğretim Okulu
- Prepared class exercises and supervised a drama workshop in order to boost their confidence and monitored their behavioral progress

September 2011- June 2013  
İzmir

*Animal Shelter Club, American Collegiate Institute,*

## Projects

February 2016-June 2016  
Course Project, İstanbul

*Digital Entrepreneurship in Turkey, PROJ 102*

- Prepared questionnaires and interviewed both successful and unsuccessful entrepreneurs (Pandora-İTÜ Çekirdek)
- Discussed the results from the interviews with the six other group members and organized the findings to form a final project report that identified the opportunities and the strategies in the market

## Skills

Language: Turkish(Native), English(Advanced), German(Beginner), Italian(Beginner)  
Computer Skills: Word, Excel, Power Point(Advanced), Google Analytics & Ads (Intermediate)

## Activities/Memberships

September 2016-2019  
September 2016-2018  
September 2015-2019  
September 2010-June 2014  
Member

*Sabancı University Badminton Team Member*  
*Broadcaster at the Sabancı University Radio*  
*Executive Board Member of the Theater Club*  
*American Collegiate Institute Badminton Team*

September 2011-June 2014  
Schools Theatre Association Club Member

*American Collegiate Institute International*

## References

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