ECE EROGLU

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Education

University of Surrey — Guildford, England
Master of Science in Digital Marketing — September 2025 - September 2026
Dissertation: How exposure to TikTok aesthetic identity content influences purchase intention for aesthetic-congruent products.
Relevant Coursework: Consumer Behaviour, Integrated Digital Marketing Communications, Social Media Marketing

Bahcesehir University (BAU) — Istanbul, Turkey
Bachelor's Degree in Management Engineering — October 2021 - June 2025
Capstone: Built a hybrid AI system (PyTorch GNN + RNN) for food-delivery logistics, achieving 85% freshness compliance across a 120-minute delivery window.

Bahcesehir College — Izmir, Turkey
Volleyball Team Member and Captain (1 year) — Graduated June 2021

Experience

Penti — Istanbul, Turkey
Marketing / Customer Relationship Management (CRM) Intern — November 2024 - June 2025

- Supported personalised email and SMS campaigns for segmented audiences and analysed behaviour, retention, and loyalty data to inform targeting.
- Prepared campaign reports and dashboards for managers, translating performance data into clear marketing recommendations.
- Collaborated with CRM, marketing, and customer service teams to improve customer engagement, loyalty, and campaign relevance.

Turk Tuborg — Izmir, Turkey
Supply Chain Intern — August 2024 - September 2024

- Analysed a 260-person internal survey and presented findings to management, strengthening research and stakeholder communication.
- Applied Generative AI, Design Thinking, ImageFX, Microsoft Designer, and Miro to map workflows and develop visual concepts.

Yasar Dis Ticaret — Izmir, Turkey
Export Intern — July 2024 - August 2024

- Researched and qualified prospective B2B clients across industry databases and professional networks, supporting lead generation.
- Managed commercial documentation and maintained accurate SAP records to support seamless international trade operations.

Leadership & Activities

Bahcesehir College Izmir 50th Year Campus Alumni Association — Remote
Founding & Board Member — 2024 - Present

- Co-founded the association and support networking events, community engagement, and strategic development.
- Led Instagram content planning, achieving a 13.62% engagement rate and growing the follower base organically.

BAU Leadership and Entrepreneurship Club — Istanbul, Turkey
Social Media Team Member — 2021 - 2022

- Created posts and stories to maintain the club's active professional social media presence.

Skills & Interests

Marketing: CRM strategy, customer segmentation, campaign planning, social media marketing, market research
Technical: Google Analytics 4, Excel, Canva, SPSS, Google Search Console, SAP
Languages: Turkish (Native), English (C1)
Interests: Volleyball (10 years), pilates, reading, music, and exploring new things