

# HAZAR ÜSTÜN

+905063852311 hazarustun@gmail.com Sarıyer, Istanbul

---

## EDUCATION

### Boğaziçi University

Faculty of Managerial Sciences - *Tourism Administration*

Istanbul, Turkey | September 2020 – Ongoing

Relevant modules:

Business Strategy / Services Marketing / Digital Marketing Strategies and Community Management / Managerial Finance / Organizational Behavior

---

## PROFESSIONAL EXPERIENCE

### KRAFT HEINZ TURKEY

Istanbul, Turkey | June 2025 - November 2025

#### Marketing Intern

- Supported end-to-end planning and execution of 6 marketing events within 6 months, including product tastings, influencer shootings, festivals and internal company events; coordinated agencies, vendors, hostesses, logistics and on-site operations to ensure smooth execution.
- Coordinated with U.S., European and Asian offices to report Turkey marketing activations, while conducting pricing analysis and market research for upcoming product launches in the CIS region, supporting regional go-to-market and commercial decision-making.
- Managed SAP-based operational processes, including Purchase Order (PO) creation, budget tracking, vendor & current account (cari) openings, GR and write-off processes, ensuring compliance with internal finance and procurement procedures.
- Led the creation of a comprehensive product catalogue covering the entire Kraft Heinz Turkey portfolio from scratch, managing visuals, product data, mock-ups and cross-functional coordination to directly support field sales and commercial teams.
- Contributed to the development of communication strategy and messaging for Burger King LTO campaigns, analyzing global assets, competitive QSR collaborations and local market dynamics to support campaign positioning and brand alignment.

### DAPHNE CONSULTING

Istanbul, Turkey | October 2024 - March 2025

#### Business Analyst Intern

- Supported Hiwell application's growth objectives both in Turkey and globally through data-driven analyses and actionable strategies, while assisting in the development of in-app wireframes and tracking weekly growth metrics.
- Contributed to the development of an iOS and Android application for Turkey's leading feminine hygiene brand, focusing on usability and customer engagement.
- Assisted in implementing AI-driven project applications for the Institute for Experiential AI of Northeastern University, providing research and operational support.
- Conducted data analysis and developed dashboards to support retail clients in increasing sales and improving conversion rates by providing actionable insights and optimizing marketing campaigns.
- Collaborated with retail clients, online stores, banks, and app startups to identify business needs, design tailored data-driven solutions, and enhance growth strategies and KPI development.
- Prepared detailed reports to improve internal processes and presented findings to partners and stakeholders, contributing to company development and operational efficiency.

### RED BULL TURKEY

Istanbul, Turkey | May 2024 – October 2024

#### Marketing Intern

- Conducted in-depth analysis of nationwide fieldwork data, transforming complex datasets into clear, actionable insights through advanced visualization techniques with Microsoft Excel and Python, significantly improving data-driven decision-making across departments.
- Led the development and implementation of an inventory tracking portal for "Student Marketeers," a first for the company.

### KOMPUTER

Istanbul, Turkey | March 2023 – May 2023

#### Creative Intern

- Supported marketing campaigns for companies like Mastercard, Eti, Citroen, Fanta, and Deezer by providing creative content and copywriting assistance.
- Gained in-depth understanding of companies' marketing needs, managed multiple campaigns simultaneously, and learned to monitor KPIs for marketing content.

### BIGUMIGU.COM

Istanbul, Turkey | May 2022 – September 2022

#### Assistant to Manager

- Created 11 diverse presentations on inspiring marketing trends for weekly meetings with TBWA.
- Conducted in-depth industry and competitor analysis research for brands such as BMW, Bingo, and Peugeot.
- Wrote marketing trend-focused articles for Bigumigu.com, contributing to increased readership.
- Conducted market research for companies planning to enter new markets, such as Pazarama.com

---

## ACHIEVEMENTS

### BOĞAZIÇI UNIVERSITY MANAGEMENT AND ECONOMICS CLUB

Istanbul, Turkey | September 2020 – May 2024

#### 4. President

3. Executive Board Member (Director of Brand and Marketing Sub-Committee) – Boğaziçi Marka Zirvesi

2. Coordinator of Advertising and Media Sub-Committee – Adhere Reklamcılık Günleri

#### 1. Member

Served as President for Turkey's most established and leading student club after three years of Member, Coordinator, and Executive Board Member roles. Developed skills in decision-making, problem-solving, financial planning, and team leadership. Gained a broad perspective on overseeing all operations at the management level.

### HARVARD COLLEGE IN ASIA PROGRAM

Cambridge, United States of America | January 2024

#### Head of Turkish Delegation

Planned and organized the participation of the Turkish delegation in the Harvard College in Asia Program as a Head of Turkish Delegation, strengthening interpersonal communication within a multicultural environment.

### HARVARD COLLEGE IN ASIA PROGRAM

Cambridge, United States of America | January 2023

#### Member of Turkish Delegation

Represented Boğaziçi University as one of the 7 members of the Turkish delegation at Harvard University in a multicultural environment. Collaborated with students from 12 different Asian countries, participating in educational sessions and delivering presentations at Harvard College in Asia Program.

---

## ADDITIONAL SKILLS

### Technical Skills

Microsoft Office Programs - Strong Proficiency

Google Ads Search Certification

Google Digital Marketing Certification

Google Introduction to Generative AI Certification

Power BI

SQL

### Languages

English, Fluent

French, Intermediate

---

## EXTRA-CURRICULAR & INTERESTS

• Boğaziçi University Tennis Team – Team Player

• **Founder and Manager of [Bogazicimag](#)**

Created and expanded an Instagram magazine reflecting Boğaziçi University's subcultures. Developed strategic brand collaborations and increased engagement through consistent, creative content creation.

• Conducting research under the guidance of Professors to examine the correlations between company longevity, emphasis on traditions, family-owned business models, and their presence in the tourism industry.

• Continues to write marketing campaign articles for Bigumigu.com, which are still available for reading on the website.

• **Executive Producer of BUIK Documentary**

Boğaziçi University Management and Economics Club – [70<sup>th</sup> Anniversary Documentary](#)

• **My Portfolio [hazarustun.com](#)**