



Buket Usta

Looking for a 6-month internship as an assistant Business analyst and a digital content marketer



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SKILLS

Strong interpersonal skills
proactive, results oriented

Microsoft Office Skills, in
digital marketing, Google
Analytics, Survey, Tableau
Data analytics.

LANGUAGES

Turkish: Native
English: Fluent
French: Proficient
German: Basic

HOBBIES

Photography, design, styling, and fashion are my primary interests. In my free times, I like to read and analyze from "Vogue Business" and "The Business of Fashion" articles about fashion/luxury brands. Above all, philosophy and psychology books are my favorites such as OSHO, Friedrich Nietzsche. I am also curious about different cultures and archeology.

OBJECTIVES

Bilingual French-English, I was born and raised in a multi-cultural environment, in one of the most international cities in the world, Istanbul. My interest in international markets come from my willing to understand consumers mindsets, that I learned during my psychology studies, and this international environment I grew in. My digital marketing studies and knowledge about social media, linked with this international background and my analytical mindset created a unique eye for design and content creation. I'm also very creative whilst remaining very organized with tasks.

PROFESSIONAL EXPERIENCE

01/03 2020

Paris, France

PIRNIA COLLECTIONS / Showroom Manager Assistant

New era showroom dedicated to brands offering, evening wear and haute couture.

- Showroom coordination for Spring Paris Fashion week. Personal customer assistant – lead to sales.
- Organizing and developing all promotional activity within the showroom in a way that maximize the sales.

07/10 2019

Istanbul,
Turkey

L'OFFICIEL HOMMES / Fashion Stylist Assistant

L'OFFICIEL is part of a leading global network of fashion, beauty, and lifestyle publications.

- Coordinate with luxury stores for partnerships on joint photoshoots.
- Preparing mood boards based on trends, negotiate with showrooms and combining clothes.
- Developed and maintained relationships through social media with new and existing customers, teams and communities.
- Creating content for interviews and backstage shooting.

01/03 2019

Istanbul,
Turkey

BEYMEN CLUB / Social Media and Digital

Beymen is the Turkish fashion industry's leading retailing brand.

- Understand and analyze the company, product, brand perception, targeted customers and partnerships.
- Increase site traffic with targeted SEO strategies.
- Trained colleagues and gave feedback to increase team productivity.

EDUCATION

September,
2020-2022

Paris, France

THE AMERICAN BUSINESS SCHOOL OF PARIS

MSC-Digital Marketing

Courses: Project Management, Global Marketing, Intercultural Studies, Communication Techniques, Computer Skills for the workplace, Ecommerce-business, Personal Selling & Negotiation, Entrepreneurship...

September,
2017-2020

Paris, France

PARIS SCHOOL OF BUSINESS

Bac+3

Specialty: Luxury Brand Management.

2009-2014

Istanbul, Turkey

Bahcesehir High School

High School Diploma

Science specialization