

# DEFNE GÖRAL

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## EDUCATION

### Imperial Business School

London, UK | Sep 2025 – Aug 2026

*MSc in Strategic Marketing*

Relevant modules: Digital Marketing, Marketing Analytics, Applied Strategic Marketing, Strategic Brand Management, Consumer Behaviour, Market Research

### Erasmus University

Rotterdam, Netherlands | Sep 2022 – Jun 2025

*BSc in International Business Administration (GPA: 7.73/10)*

Relevant modules: Marketing Management, Positive Organizational Scholarship, Behavioural Management Science

Academic Exchange: Bocconi University, Milan (GPA: 28/30)

Bachelor Thesis: First Impressions That Last: How CEOs Set the Tone for Corporate Culture (Grade: 8.7/10)

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## PROFESSIONAL EXPERIENCE

### PepsiCo

Istanbul, Turkey | Jul 2024 – Aug 2024

#### Marketing Intern

- Analyzed Nielsen data daily across 20+ SKU to monitor market share trends and losses, helping develop corrective strategies
- Tracked sales performance using QlikView, optimizing product distribution and marketing focus based on regional insights
- Developed BAM Awards presentation using financial and marketing data to guide campaign planning and reviews
- Created branded content using CreativeX to align with quality standards, boosted digital engagement to 100,000+ consumers
- Managed 30+ PO requests and agency communications, ensuring smooth execution of supply processes

### UP School

Istanbul, Turkey | Aug 2023 – Sep 2023

#### Market Research Intern

- Conducted market research in 5+ target areas, evaluating demand, partnerships, and competition to support expansion strategy
- Evaluated new market feasibility by identifying risks and growth opportunities to support UP School's business strategy

### Turkcell

Istanbul, Turkey | Aug 2021 – Oct 2021

#### Digital Marketing Intern

- Tracked campaign performance across Meta Business Suite and Google Analytics, analysing CTR, CPC, follower growth, and post-click website behaviour.
- Compiled weekly dashboards via Excel, reporting on campaign performance, and audience demographics

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## ACHIEVEMENTS

### Fundraiser – Tohum Autism Foundation

Istanbul, Turkey | Oct 2021 – Apr 2022

- Launched fundraising campaigns providing special education scholarships for 13 children with autism

### Founder & Social Media Manager – "Towards Awareness" Project

Istanbul, Turkey | Oct 2020 – Jun 2022

- Led 20+ members launching social media campaigns, gaining 200+ followers and partnering with 4 charities on social topics
- Delivered 2 fundraising events supporting local organizations and a virtual exhibition increasing awareness on gender inequality, coordinated content from 20+ contributors, reaching 1000+ online visitors

### Fundraiser – Turkish Educational Foundation (TEV)

Istanbul, Turkey | Apr 2020 – Jun 2020

- Launched COVID-19 fundraising campaigns, collecting 12,000 TL to support remote learning for 3 students facing educational inequality

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## ADDITIONAL SKILLS

### Technical Skills

Nielsen, QlikView, Excel, Python (basic), R (intermediate), SQL (basic), Meta Business Suite, Google Analytics, CreativeX, Luxury Management; Certifications: Inside LVMH, L'Oréal Brandstorm Competition Recognition, Bocconi Summer School

### Languages

English (fluent), Turkish (native), German (fluent), Italian (conversational)

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## EXTRA-CURRICULAR & INTERESTS

- Volunteering: Nesin Foundation (Apr 2019 - May 2019): organized Children's Day activities with science experiments and group sessions for orphaned children
- Social Impact Projects: Social Media Manager/ Editor for "25 Litres" Project (Dec 2020 - Jun 2021): promoted responsible water usage through social media campaigns
- Sports: Skiing (8+ years), yoga and pilates practice (regularly since 2022)