

ALARA TUFEKCIOGLU

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EXPERIENCE

2021

Intern in Growth and Product Marketing

Voilà For Creators, NY (May 2021-August 2021)

- Managed the company's LinkedIn account and wrote weekly articles based on the marketing calendar
- Designed banners, gifs and logos for different occasions for the company
- Joined Alpha and Beta-testing for new products
- Wrote a blog article, "Positive Influence: How Can Fashion Influencers Inspire Sustainability?"

2018

Intern in Fashion Merchandising Department

Raşit Bağzıbalı Fashion Design Co. Istanbul, Turkey

- Supported the designer to organize a wedding dress fashion show, such as selecting music for the runway and organizing the models schedules for make-up and hair

EDUCATION

2018- 2022 • Parsons, The New School, New York, NY

Strategic Design and Management,
Bachelor of Business Administration

- GPA: 3.7/4
- Dean's List

Final Project, Design of Business: "Sustainable Blue Textile Dye"

- Researched and found an alternative for the most toxic textile color "indigo"
- Found findings about "Polygonum Tinctorium" which is a Japanese plant gives blue color

Content Creator, Marketing, PR, and Branding: Final Project - "Cici, a baby clothing rental platform"

- Organized an online platform called "Cici" for renting baby clothes in Turkey
- Created its marketing and branding campaigns
- Analyzed its trends, competitions, and customer profiles

ACTIVITIES

2013-Present

Rotary, International

Interact District Representative of the District of 2440 (June 2017 - June 2018)

Currently the "Director of PR" and a member of the "Rotaract Club of United Nations"

- Managed and Coordinated with 21 clubs from 4 different cities in Turkey with 480 members
- Fundraised for Polio disease with a Fashion show and supported other clubs with their fundraising projects was able to fundraise over \$5,000
- Volunteered on Rotary Day at the United Nations, NY and collaborated with members from all over the world
- Provides a professional public face of the club by managing club's social media and website

SKILLS

- **Computer Skills:** Microsoft Office, Canva, Adobe Photoshop, Illustrator, Premiere Pro, InDesign, Wix, Tableau
- **Language Skills:** English (Fluent), Turkish (Native), German (Beginner)
- Creativity
- Strategic Marketing
- Problem Solving
- Time Management
- Teamwork