

BUSE OZBEK

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EDUCATION

Bilkent University

Faculty of Business Administration

Sep 2021 – Ongoing [Anticipated Graduation: Jun 2025]

Ankara, Turkey

- **BSc in Business Administration & Management**; CGPA: 3.35/4.00
- High Merit Scholarship Student; Standing: High Honor [2023-2024 Fall]
- **Relevant Coursework**: Corporate Finance, Organization Theory, Business Communications, Principles of Financial Accounting, Fundamentals of Marketing, Introduction to Data Analysis for Social Sciences, Introduction to Probability and Statistics I & II, Introduction to Sociology, Introduction to Psychology
- **Relevant School Projects**:
 - **Introduction to Data Analysis for Social Sciences**: Wrote several Python scripts to analyse varied datasets, some of which can be found on my GitHub with detailed explanations; for example:
 - Analysed a mock-up set of customer data of over eleven thousand customers to pinpoint important marketing information based on age groups, income, education and marital status
 - Plotted and visualised a mock-up dataset about song releases based on markers such as duration, danceability and energy to compare and contrast information about certain trends in genres
 - **Business Communications**: Developed a new product for the market, named “Campus”, writing proposals and reports using practical business skills in presentations, and wrote proposal rejections for other projects in the class to give business-minded critique
 - **Fundamentals of Marketing** (supervisor, Assoc. Prof. Ahmet Ekici): Developed and prepared a marketing plan for a socially responsible and sustainable product, “Smarty”
 - **Principles of Financial Accounting**: Prepared a report of Statement of Financial Position, Multiple Step Income Analysis, and Financial Ratio Analysis of Mavi Co. as a term project

KEDGE Business School

Erasmus+ International Exchange

Jan – May 2023

Marseille, France

- **Relevant Coursework**: Geopolitics, Corporate Strategy, International Marketing, Supply Chain Management, Sustainable Development
- **Relevant School Projects**:
 - **Corporate Strategy**: Collaborated with my team where we analysed the Coca-Cola Company’s brand and business using criteria such as Porter’s Five Forces and PESTEL, then focused on its segmentation in the water sector, specifically for bottled water, did a SWOT analysis of its corporate growth strategy with of the company’s strong brand equity, global distribution network, portfolio diversity and operational efficiency using the VRIO framework, and wrote a proposal for a diversification strategy based on the company’s established strengths focusing on innovation and sustainability
 - **International Marketing**: Conducted a detailed marketing plan for Michel et Augustin food company to enter the UK market considering international marketing principles
 - **Sustainable Development**: Wrote a proposal and created an advertisement video about a new sustainable business model that aims to produce sustainable condiment packaging

EXPERIENCE

Turkish Ministry of Treasury and Finance

Internship at the Directorate General of State-Owned Enterprises

Jun – Jul 2024

Ankara, Turkey

- Analysed the 2022-2023 income report table of the General Directorate of Tea Enterprises (Çay-Kur)
- Inspected the Organisation for Economic Co-operation and Development (OECD) and the Food and Agricultural Organization (FAO) of the United Nations joint “Agricultural Outlook 2023-2033” report and wrote a summary of their projections for Turkish grain production and wheat consumption, and highlighted the lack of detail in these projections compared to other countries’ analyses
- Wrote bulletins for supervisors on the Turkish Statistical Institute’s recent reports of the Price Index of Agricultural Products and Agricultural Input Price Index

- Learned about the differences between state-owned and privately-owned business enterprises' budget allocations and management, the 2024 Budgetary Law, and the 233 State Economic Enterprises Decree Law
- Gained experience in the use of Microsoft Word and Excel throughout bulletin and report creation

Turkish Ministry of Treasury and Finance

Jul – Aug 2023

Internship at the Directorate General of Public Finance

Ankara, Turkey

- Presented an IMF report about constructing a positive shock with option pricing to the Finance Vice-Principal
- Wrote an executive summary of the OECD 2023 report on the territorial impact of the earthquakes in Turkey
- Collected and organised financial data to assist in the treasury's daily operations after a period of observation

LEADERSHIP AND ENTREPRENEURSHIP

Sustain2Solve Summit 2024 Ankara: EcoEdu

Jul 2024 – Ongoing

- Developed a business proposal with a teammate for "EcoEdu", an educational application targeted towards primary and middle schoolers to teach about ecology and promote sustainable habits with special tasks and rewards using games
- Won second place at the July 2024 summit with our proposal and started preparing for the expedited business incorporation process projected to take six months at the competition organiser Ankara Technology Bridge incubation centre formed by Bilkent Cyberpark and Ankara Metropolitan Municipality
- For the winning proposal:
 - Created prototypes for informational videos, games that teach sustainable habits, and the reward store
 - Presented our budget plan with membership plans for parents and private schools and sponsorship plans for potential third-party sponsors, organised tiered membership plans for both individuals and organisations
 - Created a sponsorship profile for types of third-party organisations that would be suited to the product and target market such as sustainable brands for content and toy stores and bookstores for reward sponsorships
 - Did market and competitor analysis and highlighted in our presentation the app's uniqueness in comparison
 - Built a roadmap for the product from the incubation period to expansion to the Turkish market followed by international markets

ACADEMIC ENRICHMENT AND EXTRACURRICULAR ACTIVITIES

Baskent Academy of Communication Sciences: Licensed Acting Course

2021 – 2022

- Trained with voice actors and news correspondents in diction, studying effective breath control, voice usage, pronunciation, emphasizing the differences between written and spoken language and the importance of body language, voice and breath techniques, text analysis, emotional expression, and improvisation
- Took on-camera acting lessons from stage actors to hone skills such as managing on-camera anxiety and effectively conveying emotions and acted in a short film shot as part of the course as final practice
- Earned certification of completion from the Ministry of National Education General Directorate of Private Educational Institutions

SOCIAL RESPONSIBILITIES

Social Awareness Projects Club: Member of Management Committee

Sep 2023 – Ongoing

- Volunteered for the Bilkent University Education Projects UPDP (Assisting University Personnel Project) with the primary goal of providing equality opportunities for children from the families of Bilkent personnel who require but cannot afford private classes, and tutored students aged 7-18 with Mathematics and English
- Organized, categorized and packed book donations for libraries in rural schools to broaden access to information as part of the "The Sun Rises from the Village" Project; taught and tutored students from three villages in all age groups in theatre and sports

SKILLS AND HOBBIES

- **Technical:** Python, Microsoft Office (Word, Excel, PowerPoint, Teams)
- **Language:** Turkish (Native), English (Advanced), German (A2), French (A1)
- **Interests:** Theatre, piano, reading, drawing, traveling, hiking, taekwondo, pilates