

YAREN ÇAPAROĞLU

METU CEIT - Student

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SUMMARY

Motivated Computer Education and Instructional Technology student with experience in educational technologies and digital media. In 2025, I participated in a Work and Travel program in the U.S., gaining international experience and enhancing my communication skills, directly contributing to high customer satisfaction and efficient operational flow. I am focusing on improving my skills in digital marketing and business analysis, recognizing the strong connection between these fields and aiming to apply them in a complementary way. Passionate about self-development, technology integration, and data-driven decision-making.

WORK EXPERIENCE

Member of Corporate Relations - METU Management and Innovation Society Nov 2023 - Apr 2024

- Actively communicated with companies to build and maintain professional partnerships
- Contributed to organizing events, sponsorship processes, and corporate collaborations
- Supported outreach activities to strengthen the society's industry network

SEO Intern - Simur Digital Mar 2024 - Jun 2024

- Actively utilized Google Search Console (GSC) to monitor site health, indexing status, and Core Web Vitals.
- Conducted in-depth site crawls using Screaming Frog to identify and report technical issues like broken links, missing meta tags, and title errors
- Prepared SEO-optimized copy and performed page translation while strategically integrating target keywords to support content localization efforts.

Sales Support Representative - Philip Morris July 2024 - Dec 2024

- Supported field sales activities by promoting Philip Morris products to adult consumers in line with corporate compliance standards.
- Assisted in executing in-store product placements and ensured visibility according to brand guidelines.
- Contributed to market analysis by gathering and compiling customer feedback and competitor insights, which aids in brand/reputation observation and data-driven strategy development.

Digital Media Volunteer - Turkish Intelligence Foundation Sept 2024 - Febr 2025

- Managed the foundation's online presence (Instagram, LinkedIn, Twitter), directly contributing to its digital footprint and public image. Designed content aligned with the organization's tone and target audience, a function related to digital footprint monitoring and brand awareness
- Designed visual and written posts aligned with the organization's tone and target audience.
- Assisted a workshop instructor during the Intelligence and Talent Congress by coordinating logistics and supporting participant engagement.

ISKUR Youth Program - Part-Time Student Assistant

Oct 2025 - Present

- Supported academic and administrative operations within the Faculty of Education
- Assisted with documentation, coordination, and faculty-based workflows
- Developed time management, workplace discipline, and teamwork skills

ODTÜ Geliştirme Vakfı – Instructional Support Intern

Oct 2025 - Present

- Supported classroom activities under the guidance of experienced teachers
- Assisted in lesson preparation and instructional material development
- Gained hands-on experience in classroom management and student engagement

EDUCATION

Bachelor of Computer Education and Instructional Technology, METU (2020 - 2026)

SKILLS

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| <ul style="list-style-type: none">• Team Collaboration & Communication• Programming Fundamentals: Python, Java, HTML, CSS• Blender• Figma• Web Awareness & Content Management | <ul style="list-style-type: none">• 3ds Max• MS Excel, Word• Web Content Writing• Instructional Material Design• Google Drive |
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CERTIFICATIONS

- Unilever - Customer Understanding and Digital Marketing Channels
- Microsoft - Business Analysis Fundamentals
- METU Honor Student, Fall 2025
- METU Honor Student, Spring 2025
- UI-UX Design - BTK Akademi
- 10th Intelligence and Talent Congress
- Summer Camp – Miracles of Sprouts: Technology and Innovation Vision Education Program

LANGUAGE

- English - B2