



Miray Yüzer

Passport: U28048870 | **ID:** 23867101604 | **Work permit:** Türkiye | **Date of birth:** 24/02/2003 | **Place of birth:** Bahçelievler İstanbul, Türkiye | **Nationality:** Turkish | **Gender:** Female | **Phone:** (+90) 5323554503 (Mobile) | **Email address:** mirayyuzer08@gmail.com | **Instagram:** miray.yuzer | **LinkedIn:** <https://www.linkedin.com/in/mirayy%C3%BCzer/> | **Whatsapp Messenger:** +905323554503 | **Address:** DEREBAHÇE MAH. TÜRKMEN SK. , BURCUKENT SITESİ C BLOK NO: 2C İÇ KAPI 21, 55060, Samsun, Türkiye (Home)

EDUCATION & TRAINING

01/09/2021 - Current - ISTANBUL, TÜRKİYE

PUBLIC RELATIONS AND PUBLICITY- MARMARA UNIVERSITY

- **Public Relations & Corporate Communication:** Studied effective communication, public opinion formation, social responsibility, corporate reputation, and crisis management.
- **Advertising & Branding:** Covered contemporary advertising strategies, new media usage, brand management, advertising research, and consumer behavior analysis.
- **Interpersonal Communication & Leadership:** Developed skills in conflict resolution, political campaign communication, persuasion, rhetoric, and management.
- **International Competence:** Completed a curriculum with 30% of coursework conducted in English, ensuring professional proficiency in a second language.
- **Research & Application:** Combined theoretical knowledge with applied projects and research methods relevant to the communication sector.

Level in EQF: 6 | **Website:** <https://hit-iletisim.marmara.edu.tr/en/about-us>

01/09/2023 - 31/01/2024 - TRNAVA, SLOVAKIA

ERASMUS+ EXCHANGE STUDENT | PUBLIC RELATIONS AND IMAGE MANAGEMENT- UNIVERSITY OF ST. CYRIL AND METHODIUS IN TRNAVA

Field(s) of study: public | **Final grade:** 80 | **Level in EQF:** 6 | **Website:** <https://www.ucm.sk/en/erasmus/incoming-students/catalogue-courses.html>

01/07/2017 - 02/07/2021 - ISTANBUL, TÜRKİYE

RADIO-TELEVISION SECTOR/TECHNICAL PRODUCTION-BROADCASTING- GÜNGÖREN TUNCAY AZAPHAN TİCARET MESLEKİ VE TEKNİK ANADOLU LİSESİ

Video Production & Camera Operation: Trained in professional camera usage, shooting techniques, visual composition, and studio/outdoor lighting setups.

Post-Production & Editing: Acquired technical skills in non-linear video editing (Montage), visual effects, and sound mixing using industry-standard software (e.g., Adobe Premiere, After Effects).

Audio & Radio Broadcasting: Learned the fundamentals of audio recording, sound desk operation, and radio program production workflows.

Technical Studio Operations: Gained experience in control room management, including video switching, signal flow, and live broadcast equipment maintenance.

Media Theory & Ethics: Covered media literacy, scriptwriting basics, and the ethical/legal regulations of broadcasting.

Field(s) of study: Journalism and reporting | **Final grade:** 76 | **Level in EQF:** 4 | **Website:** <https://tazaphan.meb.k12.tr/>

WORK EXPERIENCE

01/10/2025 - CURRENT - ISTANBUL, TÜRKİYE

PUBLIC RELATIONS OFFICER UESTCO (AI R&D DEPARTMENT)

International Partner Relations: Managed strategic communications with key international technology suppliers (specifically Shenzhen Lida4D), facilitating cross-border negotiations and ensuring alignment on commercial and technical agendas.

B2B Product Marketing: Developed go-to-market messaging for AI-driven workplace safety systems (Machine Vision) in the energy sector, translating complex technical features into clear value propositions for industrial clients.

Client Coordination & Feedback: Coordinated product demonstrations and client interactions, acting as a bridge between prospects and the R&D team to refine product narratives based on market feedback.

Multi-Channel Strategy: Supported PR and marketing efforts for "Estelior" (GenAI video software), successfully adapting communication strategies across both B2B industrial markets and B2C consumer platforms.

Visual Storytelling: Leveraged broadcasting and media production background to create compelling product narratives and visual content that strengthened stakeholder trust.

01/08/2025 - 30/09/2025 - ISTANBUL, TÜRKİYE

EDITORIAL ASSISTANT INDEPENDENT TÜRKÇE

Content Editing & Proofreading: Reviewed and edited daily news content for grammatical accuracy, clarity, and flow, ensuring all text met the publication's high editorial standards.

Fact-Checking & Research: Conducted rapid background research to verify facts, dates, and sources within news stories to maintain journalistic integrity.

Workflow Support: Assisted the editorial team in the preparation of news drafts, helping to streamline the publishing process in a fast-paced digital journalism environment.

01/01/2025 - 31/03/2025 - ISTANBUL, TÜRKİYE

OFFICE ASSISTANT TEMA FOUNDATION

Data Management: Performed accurate data entry and updated internal records, ensuring the integrity of the foundation's databases.

Archive & Documentation: Organized and maintained physical and digital filing systems, improving document retrieval efficiency for the team.

Administrative Support: Assisted with daily office operations and resource management, contributing to the smooth workflow of the non-profit organization.

01/11/2024 - 31/03/2025 - ISTANBUL, TÜRKİYE

STUDENT ASSISTANT (STUDENT EMPLOYMENT PROGRAM) MARMARA UNIVERSITY

- **Worked as a Student Assistant** within a Student Employment Program at the Graduate Student Affairs Office of the Institute of Social Sciences.
- **Supported administrative processes** related to master's programs, including student records management, documentation, and application-related procedures.
- **Assisted with data entry and coordination** between academic and administrative units.
- Gained practical insight into graduate-level governance, institutional regulations, and public administration within a university setting.

Business or sector Education | **Department:** İletişim Fakültesi

01/11/2022 - 28/02/2023 - ISTANBUL, TÜRKİYE

STUDENT ASSISTANT (STUDENT EMPLOYMENT PROGRAM) MARMARA UNIVERSITY

- **Worked as a Student Assistant** within a Student Employment Program at the Graduate Student Affairs Office of the Institute of Social Sciences.
- **Supported administrative processes** related to master's programs, including student records management, documentation, and application-related procedures.
- **Assisted with data entry and coordination** between academic and administrative units.
- Gained practical insight into graduate-level governance, institutional regulations, and public administration within a university setting.

Business or sector Education | **Department:** İletişim Fakültesi

01/09/2019 - 30/06/2021 - SAMSUN, TÜRKİYE

VOCATIONAL INTERNSHIP (COMPULSORY HIGH SCHOOL TRAINING) İLKADIM PİRİ REİS MESLEKİ VE TEKNİK ANADOLU LİSESİ MÜDÜRLÜĞÜ

Supported public communication and institutional documentation during this compulsory internship, gaining early exposure to structured work environments.

Assisted in the systematic organization of data and the preparation of informational content, focusing on administrative transparency and efficient information flow.

This experience provided a foundational understanding of institutional coordination and the role of public communication in governance-oriented contexts.

Business or sector Education | **Department:** Public Administration

01/09/2018 - 06/2019 - ISTANBUL, TÜRKİYE

VOCATIONAL INTERNSHIP (COMPULSORY HIGH SCHOOL TRAINING) İSTANBUL GÜNGÖREN MESLEKİ VE TEKNİK ANADOLU LİSESİ GÜNGÖREN TUNCAY AZAPHAN

Supported public communication and institutional documentation during this compulsory internship, gaining early exposure to structured work environments.

Assisted in the systematic organization of data and the preparation of informational content, focusing on administrative transparency and efficient information flow.

This experience provided a foundational understanding of institutional coordination and the role of public communication in governance-oriented contexts.

Business or sector Education | **Department:** Public Administration

● LANGUAGE SKILLS

Mother tongue(s): **TURKISH**

Other language(s): **TURKISH SIGN LANGUAGE**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	B2	C1	C1	B2

● CERTIFICATIONS

07/01/2026 Google

Fundamentals of Digital Marketing

Online - Completion ID: 444710100

Organisation providing education and training: Google Digital Garage (accredited by Interactive Advertising Bureau Europe and The Open University)

Date: [Insert Date from your certificate, e.g., 15/05/2023]

Description / Main subjects covered: Completed a 40-hour course covering the core principles of digital marketing across 26 modules.

- **Key Skills:** SEO (Search Engine Optimisation), SEM (Search Engine Marketing), Social Media Marketing, Content Marketing, and Email Marketing.
- **Analytics:** Gained proficiency in web analytics, data insights, and interpreting user behavior to optimize campaign performance.
- **Strategy:** Developed skills in building online business strategies and improving digital presence for local and international reach.

20/02/2025 Turkish Researchers' Association (TÜAD)

Competent Researcher Certificate Program (Yetkin Araştırma Sertifika Programı - YAP)

Presential - Successfully completed a 13-week specialized training program on research methodologies.

Coordinators: Organized by the Communication Research and Application Laboratory (İLAB).

Signatories: Certified by Sidar Gedik (TÜAD Chairman), Prof. Dr. Mehmet Emin Babacan (Dean), and Prof. Dr. Ayda Uzunçarşılı Soydaş (İLAB Coordinator).

Links

https://www.linkedin.com/posts/mirayy%C3%BCzer_tasad-marmaraesiversitesi-araagntafrma-activity-7381605796121509889-zeaf?utm_source=share&utm_medium=member_ios&rcm=ACoAADhJUfkBHRiHwOOcZyr4o3YOcm5waHlbbI

01/12/2024 Galatasaray University (Vision 101)

Certificate of Participation: 1st Con'vizyon Training Days (Eğitim Sertifikası: I. Con'vizyon Eğitim Günleri)

Project Based - Awarded for regular participation in the two-day training conference organized within the scope of Galatasaray University Vision 101.

Event: 1st Con'vizyon Training Days (I. Con'vizyon Eğitim Günleri).

Signatories: Prof. Dr. Ümit Kocasakal, Assoc. Prof. Dr. Ayça Akarçay, Assoc. Prof. Dr. Mustafa Çağatay Aslan, and Dr. Zeynep Talay Turner.

Links

https://www.linkedin.com/posts/mirayy%C3%BCzer_eafbitim-geliagnim-kariyer-activity-7274336204727193600-dmjl/?utm_source=share&utm_medium=member_ios&rcm=ACoAADhJUfkBHRiHwOOcZyr4o3YOcm5waHlbbI

10/10/2018 Ministry of National Education - Piri Reis Vocational and Technical Anatolian High School
Occupational Health and Safety Training (Eğitime Katılım Belgesi: Öğrenci İSG Eğitimi)

Work based - Title of qualification awarded: Certificate of Participation: Student Occupational Health and Safety Training (Eğitime Katılım Belgesi: Öğrenci İSG Eğitimi)

Organisation providing education and training: Ministry of National Education - Piri Reis Vocational and Technical Anatolian High School (Milli Eğitim Bakanlığı - Piri Reis Mesleki ve Teknik Anadolu Lisesi)

Date: 10/10/2018

Description / Main subjects covered: Completed an 8-hour training program on Occupational Health and Safety (OHS) standards within the scope of Law No. 6331.

- **Field of Training:** Radio-Television (Radyo-Televizyon).
- **Certification:** Issued by the Workplace Health and Safety Unit.

● VOLUNTEERING

08/09/2025 - 31/10/2025 Istanbul

ESN Marmara - Event Coordinator Coordinated and executed social and cultural events designed to foster integration between incoming international students and the local community.

Links https://www.instagram.com/p/DOWafmADRB-/?img_index=1

01/01/2025 - 01/04/2025 Istanbul

WWF-Turkey Supported environmental conservation campaigns and activities aimed at raising public awareness about nature protection. Assisted with organizational tasks and resource management to support the foundation's fieldwork and advocacy projects. Contributed to the promotion of sustainability and ecological responsibility, aligning with a personal commitment to social and environmental causes.

● HOBBIES AND INTERESTS

Professional Licensed Swimmer Swimming: Former licensed athlete under the **Turkey Swimming Federation** (Reg. No: 23867101604, Istanbul).

Painting Enthusiast of traditional Japanese painting styles (Sumi-e) and contemporary Japanese media.

● RECOMMENDATIONS

Prof. Dr. Mehmet Emin Babacan Dean of Communication Faculty

To whom it may concern,

I am writing this letter for **Miray Yüzer**, who is applying to the **Master Programme** of your institution. As a diligent and well-educated student, I believe that her success and interest in education will be reflected in her undergraduate academic performance. She is very well experienced in media and communication. She is also an active volunteer and participated in some of the organizations of institutions in Türkiye.

Miray Yüzer will be able to develop herself socially and be able to transfer her intellectual knowledge, synthesis and analysis skills to group work positively. Therefore, I think that if **Miray Yüzer** will be accepted in your master programme, it will make an important contribution to the academic environment in which she is involved.

Sincerely,

Prof. Dr. Mehmet Emin Babacan
Dean of Communication Faculty
Marmara University
Istanbul/TURKEY
emin.babacan@marmara.edu.tr

Email emin.babacan@marmara.edu.tr | **Phone** +90 5326462733

Assoc. Prof. Bilge Şenyüz Faculty of Communication Lecturer

To Whom It May Concern, 10th January 2025

I am writing this letter to wholeheartedly recommend Miray Yüzer, who demonstrated exceptional academic and research potential as a student in my "Research Methods in Social Sciences" course at Marmara University/Faculty of Communication. Miray's insightful questions and active participation in class reflected her deep understanding of the subject and her strong interest in pursuing academic excellence.

Recognizing her talent and dedication, my colleagues and I nominated Miray to participate in the prestigious "Competent Researcher Training Program". This 16-week program, established through a collaboration between the Researchers Association of Turkey (TÜAD) and Marmara University Faculty of Communication, focuses on equipping young researchers with advanced skills in qualitative, quantitative, and mixed research designs. Miray successfully completed the training alongside other promising young researchers from the industry and was awarded a certificate of achievement.

Miray's commitment to academic growth is further demonstrated by her international experience as an Erasmus+ student, where she successfully adapted to a different educational system and cultural environment. This experience underscores her ability to work effectively in diverse settings, a vital skill in today's interconnected world. Additionally, her background in studying radio and television at a vocational high school highlights her long-standing interest and dedication to the field of media.

Miray's intellectual curiosity, exceptional work ethic, and ability to integrate theoretical knowledge into practice make her an excellent candidate for any academic or professional opportunity. I am confident she will excel and contribute meaningfully to any program she chooses to pursue.

Should you require any further information, please do not hesitate to contact me at bilge.senyuz@marmara.edu.tr or GSM: +905323949988.

Sincerely,

Assoc. Prof. Bilge Şenyüz

Marmara University

Faculty of Communication

Department of Public Relations and Publicity

<http://bilgesenyuz.com/>

Email bilge.senyuz@marmara.edu.tr | **Phone** +90 5323949988

Links <http://bilgesenyuz.com/>

Figen Algül Faculty of Communication Lecturer

19th December 2025

To Whom It May Concern,

I am pleased to recommend my student, Miray Yüzer, who took my Alternative Media and Media and Collective Memory courses during her undergraduate studies at Marmara University Faculty of Communication, and who has consistently stood out with both her academic competence and intellectual curiosity.

Throughout her academic life, Miray has shown a strong ability to apply theory in practice. In my Alternative Media course, she produced one of the best works of the semester by showing great diligence and success in a group project analyzing the website Marksist.net as an alternative media platform, for which she received a grade of 100 (AA). Similarly, her individual project in the Media and Collective Memory course—examining the collective memory of the American Civil War and the abolition of slavery—showed her strong command of the subject and was evaluated with a grade of 85 (AA).

Miray's enthusiasm for learning and research extends beyond the classroom, as reflected in her participation in the 'Competent Researcher Training Program' organized by TÜAD and our faculty. She completed the 16-week program on qualitative, quantitative, and mixed research methods. Her strong understanding of research methodologies was officially certified.

Moreover, Miray has demonstrated social responsibility through volunteer work. She volunteered at the TEMA Foundation, supporting environmental awareness and conservation efforts. She also served as an Event Coordinator at ESN Marmara, contributing to activities that promote social integration and cultural exchange among international students. Her dedication to social and environmental causes shows commitment beyond academia.

Alongside her academic achievements, Miray gained media experience through her education in Radio, Television and Cinema and an internship at Independent Turkish, where she developed her journalism skills.

Miray's inquisitive and analytical nature makes her a strong candidate who will contribute meaningfully to your institution. Please feel free to contact me for any additional information.

Sincerely,

Asst. Prof. FİGEN ALGÜL

Marmara University Faculty of Communication Department Of Public Relations and Publicity figenalgul@marmara.edu.tr

Email figenalgul@marmara.edu.tr | **Phone** +90 5353116061

Bogdan Itsam Dorantes Nikolaev Department Manager

To Whom It May Concern,

I am pleased to recommend Ms. Miray Yüzer, whom I directly managed as part of the UESTCO AI R&D Department. Miray consistently delivered strong results in international partner communications, client-facing coordination, and product marketing—especially in contexts where technical accuracy and stakeholder trust are critical.

Miray played a central role in managing our international PR and relationship with our China-based AI technology supplier, Shenzhen Lidar4D Technology Corporation. She was directly involved in partner-supplier negotiations, ensuring clear agendas, aligned expectations, and timely follow-through across commercial and technical topics. Her communication style is structured, diplomatic, and execution-oriented—qualities that kept cross-border work moving smoothly.

She also contributed to the local dissemination, client interaction, and go-to-market messaging for our UESTCO-branded product: a machine-vision AI workplace/factory safety system tailored to the gas and energy sector. As a reseller/partner importing core technology, developing our own UI, and positioning it as a UESTCO offering, we relied on Miray for marketing support, product narrative, demo coordination, and feedback collection from prospects and clients—turning technical features into clear value propositions. In addition, Miray supported PR and marketing for Estelior (estelior.com), a product that generates short-form videos from images, demonstrating her ability to adapt messaging across both B2B industrial software and consumer-facing platforms.

Her broadcasting background has been particularly valuable: she naturally understands audience, framing, and visual storytelling—skills that strengthen product communication, demos, and marketing content for AI-driven solutions.

I recommend Miray with confidence for roles in PR, partnerships, and product marketing in technology-driven organizations. Please feel free to contact me if you need further information.

Sincerely,

Bogdan Itsam Dorantes-Nikolaev

UESTCO AI R&D Department

bogdan@uestco.com

Email bogdan@uestco.com | **Phone** +90 5434578688

Links bogdan.tr

● SKILLS

Media production | Media Making and Media Editing | data management | Office & Data Management | Technical Translation | cross cultural communication | Editorial & Content Strategy | Visual Storytelling | Stakeholder Management | Crisis & Reputation Management | Process Optimization | Turkish | English | Creazione articoli in chiave SEO (Search Engine Optimization) | SEO | SEM | search engine optimisation | web analytics | data insights | interpreting user behavior | optimize campaign performance | online business strategies | digital presence