

# Hande Erkan

+1-646-327-9581 · Erkanhandee@gmail.com · Astoria, NY

---

## EDUCATION

### BARUCH COLLEGE

2019-2023

#### Zicklin School of Business

Bachelor of BUSINESS ADMINISTRATION

Marketing Management:

Advertising and Marketing Communications

- Journalism Minor

#### Accomplishments:

- 3.67 GPA - HONORS
- Dean's List Academic Achievement Award recipient
- Relevant coursework: Advertising Creative Strategy & Tactics, Branding, Business Statistics, Consumer Behavior, Digital Advertising & Internet Marketing, Foundations of Predictive Analytics & Decision Modeling, Journalism Research, Marketing Research and Strategy, Media Analysis

#### Leadership and Awards:

- NYWICI WomenHeard Podcast Blogger volunteer (Present)
- New York Women in Communications 2022 Interpublic Group (IPG) Scholarship recipient

---

## PROFESSIONAL EXPERIENCE

### Strategic Planning Intern

Istanbul, Turkey

#### TBWA GROUP ISTANBUL - AD AGENCY

June 2021 - September 2021

Tasked with supporting the strategic team in several key areas including; market research for key accounts, identifying trending topics for social media strategy, and analyzing data to support strategic branding initiatives.

- Conducted market research to identify key strategic branding trends for over 10 global companies (Bumble, Uber, L'Oreal, Nike)
- Conducted additional market research to better understand how key marketing strategies changed post COVID-19 (Ikea)
- Collected data and identified current trending topics to support social media calendars for over 10 global automobile brands (Mercedes-Benz, BMW, Jaguar)
- Studied under-performing corporate social responsibility campaigns to better understand why engagement was lacking and target audiences were not reached (Vanish, Persil)

### Research Intern - Investigations Unit

New York, NY

#### NBC NEWS & MSNBC

September 2020 - December 2020

Worked alongside the NBC investigations unit to gather and analyze data supporting an ongoing story on corruption within the Camden County Police Department.

- Analyzed over 700 Use of Force records to identify 13+ years of law enforcement violating patterns
- Organized data into Excel

Conducted journalistic research to understand COVID-19 implications on several key news stories.

- Edited and transcribed interviews on Media Central
- Created better correspondence between the investigations team and the news outlet

### Journalism Intern - Writer

New York, NY

#### YOUTH COMMUNICATION

July 2015 - March 2019

Tasked with journalistic duties including researching, interviewing, reporting, and presenting on key stories.

- Contributed to a story on Muslim Stereotypes that went on to be featured by The New York Times
- Researched and created educational content that went on to be published in multiple print and online outlets

---

## SKILLS & PROFICIENCY

- Experienced in basic SEO, market research, digital marketing, and social media management (IG, TikTok)
- Proficient in Adobe Premiere, Canva, Media Central, MS Office (Word, Excel, PowerPoint, Teams)
- Languages: Fluent in both English and Turkish

---

## CERTIFICATIONS

**Bloomberg** - Client Service (2023)

**The New York Times** - Advertising Sales (2023)

**Goldman Sachs** - Excel Skills for Business (2023)

**NYU Tisch** - Film & TV Industry Essentials (2021-23)

**Google** - Google Ads (2023)

**UM x VOX Media** - Breaking Media (2021-22)

**JPMorgan Chase & Co.** - Quantitative Research (2023)

**TBWA** - Strategic Planning (2021)