MEHMET CAGAN VAROL

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PROFESSIONAL SUMMARY

Business Administration student at LUISS Guido Carli (Class of 2026) specializing in marketing, brand strategy, and digital media. Certified in digital marketing by Google Digital Garage. Hands-on experience in content creation, campaign planning, and consumer insight through independent projects spanning luxury brand strategy, regional tourism marketing, and social media analytics. Available for marketing internships from summer 2026.

EDUCATION

LUISS Guido Carli University *Rome, Italy*

Bachelor's in Business Administration | 2023 – 2026

Relevant Coursework: Economics, Marketing, Management, Accounting, Corporate Finance

Ted Atakent High School *Istanbul, Turkey*

High School Diploma | 2023

CERTIFICATIONS

Google Digital Garage — Fundamentals of Digital Marketing *Online*

Industry-recognized certification covering SEO, SEM, social media, analytics, and content strategy (26 modules).

Google Analytics Academy — GA4 Certification *Online*

Certification in GA4 fundamentals: audience analysis, traffic acquisition, conversion tracking, and reporting.

EXPERIENCE

Dnata Italia srl. *Milan, Italy*

Internship | 2025

- Supported the Commercial team in pricing analysis and client communications for an international aviation services network operating across 35+ countries.
- Gained exposure to B2B supplier relations and procurement workflows, developing an understanding of how commercial decisions drive operational efficiency.
- Contributed to customer relations processes, identifying service pain points and relaying structured feedback to management.
- Rotated across Procurement, Commercial, and Operations departments, building a cross-functional view of a global service company.

SELECTED PROJECTS

Lazio Region Tourism Board Market Strategy *Concept Personal Project*

- Developed a full digital marketing strategy to shift international tourism beyond Rome into the wider Lazio region (Viterbo, Tivoli, the coast).
- Built a five-channel campaign mix: Instagram/TikTok content (30%), Google SEO (20%), micro-influencer partnerships (25%), email/newsletter (10%), and paid social retargeting (15%).
- Defined KPIs using the AAARRR framework, targeting 50M impressions, 50K monthly sessions by Month 6, and increase in partner booking referrals within 12 months.
- Produced a content calendar, audience segmentation (Slow Traveler and Social Explorer personas), and competitive landscape analysis versus Tuscany and Sicily tourism boards.

Bottega Veneta — Social Re-Entry Strategy *Concept Personal Project*

- Designed a luxury social media re-entry strategy for Bottega Veneta targeting the 22–30 Gen Z segment without compromising the brand's anti-hype identity.
- Built a three-phase approach: Infiltration (editorial seeding, printed zine, podcast mentions), Recognition (micro-creator partnerships, minimalist Instagram re-launch), Conversion (email waitlist, brand film retargeting).
- Defined a strategic platform — 'You Already Know' — affirming existing brand awareness rather than recruiting new audiences through overt advertising.

TikTok Content Viral Trend Analysis *Personal Project*

- Created and reverse-engineered a Rome-based TikTok trend post, analyzing performance through TikTok Studio analytics.
- Identified audience patterns: peak engagement post-frame 3, under-24 demographic concentration, and geographic targeting through location-based keywords.
- Applied findings to refine content strategy around trend positioning, audience targeting, and platform algorithm behavior.

SKILLS & EXPERTISE

Strategy & Marketing: Brand Positioning, Campaign Planning, Audience Segmentation, Brand Strategy, Consumer Behavior

Digital & Social: Content Creation, Social Media Strategy, TikTok/Reels, Influencer Marketing, SEO Basics, Email Marketing

Analytics & Tools: Google Analytics (GA4), Meta Insights, TikTok Studio, AAARRR Framework, Microsoft Office, Canva

Languages: English – Fluent | Turkish – Native | Italian – Intermediate (ongoing) | Greek – A1/A2

LEADERSHIP & ACTIVITIES

Content Creator – Travel & Lifestyle *Personal / Ongoing*

- Produces and edits short-form video content focused on travel and lifestyle, with hands-on experience in trend analysis, platform algorithms, and audience engagement strategy.
- Applies consumer insight to creative decisions, testing formats, hooks, and pacing to improve organic reach.

Istanbul Marathon – Volunteer Data Analyst *Istanbul, Turkey*