

Duru Beste Saka

durusakab@gmail.com | +90 505 982 95 24 | İzmir, Turkey (open to relocating to Istanbul)
durusaka.com | linkedin.com/in/duru-beste-saka | behance.net/durubestesaka1

PROFILE

Advertising graduate who turns consumer insight into campaigns that build brands. Won 1st place as creative director in graduation projects and student competitions, leading teams from brief to pitch. Also brings hands-on experience in news writing and public relations.

EDUCATION

Bachelor's – Advertising | *Aug 2022 – Jun 2026*
Ege University, Faculty of Communication | İzmir

- GPA 3.17 / 4.00; active member of RED – Ege Advertising Society.

Anatolian High School | *Sep 2018 – Jun 2022*
İzmir Private Kent College | İzmir

- Full (100%) merit scholarship for 4 years.
- MUN Club President; Debate Team President.

CAMPAIGNS & COMPETITIONS

"We're Sick for Fanta" – Creative Director | *2026*
Graduation Project, Ege University (IdeaPen Agency team) | durusaka.com/fanta

- Won Best Campaign, ranking 1st of 22 teams, on a Fanta brief developed for pitch to the brand and Ogilvy.
- Led a 4-person team from consumer insight to strategy, concept and visual identity.
- Insight: Gen Z rejects ads that feel inauthentic and written by millennials. Reversed Fanta's current "Hastasıyız" campaign into a self-aware, absurd Gen Z-humor idea that pokes fun at advertising itself, voiced by brand characters.

Formula 1 Brief – Creative Director | *2026*
Çaylak Keşfi, Advertising Foundation | durusaka.com/caylak-kesfi

- Ranked 1st of 23 teams; took a Formula 1 brief from briefing to pitch in 50 minutes.

Migros Sanal Market "MAYA AI" – Concept & Copywriter | *Oct 2026*
Felis Creative Class, AI Category (solo entry) | durusaka.com/migros-maya

- Built a solo campaign to turn an AI shopping assistant into a daily habit, from research to execution.
- Planned a full channel mix: teaser film, metro and in-store screens, Reels/TikTok series.
- Produced all assets with AI tools and stress-tested a working prototype on 21 customer scenarios.

Beykoz Kundura – Copywriter | *Sep 2026*
Çaylak Kampı, Advertising Foundation | durusaka.com/kundura

- Delivered a brand campaign in a 5-day elimination-format brief within a 4-person team.

Aposto "Not in the Budget" – Creative Director | *2026*
Genç Kristal Elma | durusaka.com/hesapta-yoktu

- Led strategy, concept development and creative execution for the Aposto brand.

DIGITAL & AI PROJECTS

Dream Network – Product Launch & Test Plan | *2026*
Personal Project | durusaka.com/dream-network

- Built and launched an AI dream-journal app, with a 15-second Reels spot and print ads (launch campaign).
- Designed an 18-variant creative test (3 hooks × 3 formats × 2 end cards), pre-ranked with AI personas, with a live Reels/TikTok split test planned on cost per install and 3-second hold rate.

durusaka.com – Portfolio Website | *2026*
Personal Project | durusaka.com

- Designed and built end-to-end with AI-assisted development.

Cicada 3301 – Interactive Visual | *2026*
Personal Project | durusaka.com/lab

- Built an interactive piece in TouchDesigner connected to Claude.

PROFESSIONAL EXPERIENCE

Press & Public Relations Intern | *Jul 2025 – Aug 2025*
Ministry of Transport and Infrastructure | Ankara

- Initiated and launched "Türkiye'nin Enleri", a social-first content series that became the account's highest-engagement daily series during the internship.
- Wrote and published posts for the Ministry's official X account; supported news writing and speech preparation.
- Awarded the National Internship Program certificate.

Journalism Intern | *2024*
Doğuş Media Group (NTV / STAR TV News), İzGazete, Dev Agency | Ankara & İzmir

- Wrote scripts and news copy, edited content and conducted interviews across national TV, print and online newsrooms.
- Worked to live-broadcast deadlines, building speed and accuracy under pressure.

Business Development Intern | *Jan 2024 – Mar 2024*
Özgelecek | Remote

- Produced SEO-focused content and supported B2B marketing and lead generation.

Resource Development Project Staff | *Jul 2023 – Sep 2023*
Pikan Agency / KEDV | İzmir

- Coordinated field operations for a fundraising project supporting women's employment.

SKILLS, LANGUAGES & CERTIFICATES

- **Marketing:** Consumer insight, campaign strategy, integrated communication planning, creative testing, social media content, SEO writing
- **Tools:** Google Analytics, Google Ads, Adobe Photoshop, Claude, Higgsfield, ElevenLabs, TouchDesigner
- **Languages:** Turkish (native), English (professional working; YDS 62.25, 2025)
- **Certificates:** Claude Academy – AI Fluency for Creative Work (2026); Advertising Foundation Çaylak Kampı (2026); Google Analytics and Google Ads Creative (2024); University of Amsterdam – Media Ethics and Governance
- **Volunteering:** KEDV (Foundation for the Support of Women's Work), 2023 – present
- **Interests:** Violin (since age 6), analog photography, watercolor and oil painting

References available on request.