FATMA DURU DOĞAN

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ABOUT

Management Engineering student combining analytical thinking with a strong creative background. Gained experience in business development and ticketing operations at **Zorlu Performing Arts Center** and in production processes at **Suvla Winery's** manufacturing facility. Led a **TÜBİTAK** research project on circular economy and developed **LockMate**, a marketing project designing a smart security system for individuals with OCD and anxiety. Alongside my academic work, I pursue theatre training at **Cihangir Atölye Sahnesi** and performed at the **International Pera Piano Festival**.

PROFESSIONAL EXPERIENCE

Zorlu Performing Arts Center (Zorlu PSM)

Business Development Intern ***September 2025- December 2025***

- Developed membership card concept project including ideas integrating AI-driven audience experiences
- Collaborated with corporate and group sales teams to support audience development strategies
- Participated in corporate client inspections and venue presentations for partnership and venue rental opportunities

Ticketing Operations Intern ***April 2025- June 2025***

- Managed ticketing operations using the Nebula system for large-scale performances and events
- Coordinated ticket allocation and capacity management processes for high-demand events
- Assisted in monitoring ticket sales flow and audience distribution across venue sections

Suvla Winery

Production Intern ***August 2025- September2025***

- Participated in the 2025 harvest operations, supporting the processing of large volumes of grapes through crushing, fermentation monitoring, and production stages
- Analyzed production workflows and quality control practices within a large-scale winery manufacturing facility
- Worked with ERP and production tracking systems including SAP and Lavilog to understand operational and inventory management

EDUCATION

BAHCESEHIR UNIVERSITY ***September 2022- Present***

Management Engineering (Third Grade)

ENGLISH C1- GERMAN A2

SKILLS

- SAP
- Lavilog
- Nebula
- Business Development
- Audience Development
- Capacity Management
- Microsoft Office (Excel, PowerPoint, Word)
- Canva

PROJECTS

TÜBİTAK Project Leadership (2024) ***March 2024***

- Project Title: Identifying Institutional Infrastructures of Universities Affected by the February 6 Earthquake within the Framework of the Circular Economy Model.
- Took a leading role in planning and managing a research project initiated in the first year of university. Coordinated data collection, analysis, and reporting processes.

Marketing Course Project: LockMate ***February 2024***

- Collaborated with teammates to develop a security system designed for individuals with Obsessive-Compulsive Disorder and anxiety.
- Created a comprehensive branding and marketing strategy for a door lock system integrated with sensor technology. Strengthened project management, creative thinking, and marketing skills during the process.

EXTRACURRICULAR ACTIVITIES

International Pera Piano Festival & Theater Performances

- Performed at the International Pera Piano Festival, showcasing talent on an international platform.
- Participated in various theater productions throughout academic life, developing a profound understanding of performing arts. These experiences enhanced teamwork, interdisciplinary approaches, and creative problem-solving skills.

YGA (Young Guru Academy) Summit Participant *December 2023*

- Attended the YGA Summit in Istanbul in September 2023.
- Gained valuable insights into leadership, entrepreneurship, and social impact through presentations by field experts. Built a strong network with other participants and professionals, adding meaningful connections and strategies to career development.

COURSES & CERTIFICATES

University of Michigan
- Digital Technologies and the Future of Manufacturing

Macquarie University
- Strategising: Management for Global Competitive Advantage
- Global sustainability and corporate social responsibility:
- Supply chain management: Be global

University of California, Irvine
- Introduction to Financial Accounting: The Accounting Cycle

University of Virginia
- Marketing Analytics

University of Illinois Urbana-Champaign
- Corporate Finance I: Measuring and Promoting Value Creation