

UMUT TUĞRUL

Kadıköy, İstanbul • +90 534 697 53 24 • umuttugrul2677@gmail.com

LinkedIn: [linkedin.com/in/umut-tugrul-507302323](https://www.linkedin.com/in/umut-tugrul-507302323)

Portfolio: claude.ai/artifact/BWXr8yDsA4ZxYjr7ZQS8Dd



SUMMARY

I am a Public Relations and Publicity graduate. I gained over a year of internship experience in HR training technologies at Migros Ticaret A.Ş. and corporate communication experience at CK Enerji. At Migros, I produced AI-supported training materials and digital learning content. I am keen to try new applications and tools; I use the tools I discover both to develop myself and to integrate them into my work processes. I am open to roles in corporate communication, marketing or training technologies.

SKILLS

Technical: AI Content Creation, Prompt Engineering, SAP HR Modules, Microsoft Office (Excel, PowerPoint, Word), Canva, Adobe Photoshop, Adobe Illustrator, Cinema8, GmPly, TipStory, AI Tools (ChatGPT, Claude, TopView, Higgsfield, Voiser)

Communication & Marketing: Public Relations, Internal Communication, Digital Content Design, Media Promotion Strategy, Training Material Design, Social Media Content Planning

Soft Skills: Teamwork, Fast Learning, Creative Thinking, Service-Oriented Approach, Openness to Innovation and New Technologies, Adaptability, Problem Solving

WORK EXPERIENCE

Intern (Long-Term SMART Program), HR Training Technologies & Planning | Migros Ticaret A.Ş. | October 2025 – September 2026

- Managed employee training records through SAP HR modules and prepared periodic training reports
- Developed an internal training tracking dashboard monitoring training hours and the number of people reached
- Produced training and internal communication videos with TopView, Higgsfield and Voiser, starting from the storyboard
- Prepared executive training programmes and training materials with the support of ChatGPT and Claude
- Designed training and communication materials in Canva, Adobe Photoshop and Adobe Illustrator, and interactive learning content in Cinema8 and GmPly
- Delivered training materials and internal content to employees through TipStory via channels such as SMS
- Prepared strategy and summit review presentations for senior management
- Conducted testing for training tools and worked actively on the delivery of internal training programmes

Intern, HR Training Technologies & Planning | Migros Ticaret A.Ş. | June 2025 – August 2025

- Recorded and tracked HR data through the SAP system
- Worked actively on the design, editing and testing of training content
- Carried out testing processes for the internal company social media platform

Corporate Communication Intern | CK Enerji | July 2024 – August 2024

- Worked actively on planning and delivering internal communication activities
- Assisted in planning and coordinating internal company events
- Prepared corporate communication materials and content

PROJECTS

Store Opening Process Design – SMART Program Project | Migros Ticaret A.Ş. | 2026

- Developed an AI-supported, location-based revenue forecasting model within a 9-person cross-functional team
- Designed and presented the model's working logic and process flow
- Presented the model, which showed less than 10% deviation from actual store data, to a selected jury for voting

AquaChallenge – Graduation Project | Yeditepe University, Faculty of Communication | 2024 – 2025

- Worked as part of a 4-person student team on the official collaboration between Yeditepe University Faculty of Communication and Arena AquaChallenge, a national open-water swimming event
- Developed media promotion materials covering press releases, social media content and media outreach
- Delivered public relations activities across event communication, audience engagement and brand awareness
- Carried out content work for the event's sustainability-focused communication initiative

EDUCATION

Bachelor of Public Relations and Publicity — **Yeditepe University** | 2020 – 2026 (including one-year English preparatory programme)

Suadiye Hacı Mustafa Tarman High School | 2016 – 2020

LANGUAGES

Turkish – Native • English – B2/C1