



Zeynep Kantav

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BIOGRAPHY

Zeynep Kantav is an Events Manager Assistant at Lear. She will graduate in October 2022 from a Master of Science in Marketing and Digital Communication at LUMSA University with a thesis on the effects of cobranding between a charity organization and consumer brand in terms of brand loyalty. During her master's, she developed an interest in event management.

In 2020 she earned a Bachelors Degree in Business Administration from Bilkent University in Turkey. In this period, she spent one semester abroad at the IESEG School of Management in France as an exchange student.

PROFESSIONAL EXPERIENCE

May 2022-present	Lear – Lear Competition Festival, Event Manager Assistant
Jun 2021-Nov 2021	GAO Tek. Inc. Social Media Marketing Intern
Jun 2019-Aug 2019	Magdenli Transportation and Trade Co. Marketing and Sales Intern
Sep 2017-Jan 2019	Bilkent Career Center Intern

EDUCATION

Sep 2020-Oct 2022	Università LUMSA MSc in Marketing and Digital Communication
Jan 2019-Jun 2019	IESEG School of Management Lille/ France Erasmus+
Sep 2015- Jun 2020	Bilkent University Faculty of Business Administration, Ankara, B.Sc. in Management

LANGUAGE SKILLS

Turkish: Native language
English: Full proficiency
French: Advanced
Italian: intermediate