

MERAL F. CIPLAK

PROFESSIONAL COMMUNICATIONS SPECIALIST

Edmonton, AB | ciplakm@mymacewan.ca | (587)-785-5536

Driven Communications student with a strong foundation in media studies, public relations, and digital content creation. Skilled in writing, social media strategy, and audience engagement. Experienced in collaborating with teams, managing multiple tasks, and delivering high-quality content across diverse platforms. Eager to apply communication skills in a dynamic role to contribute to organizational success.

AREA OF EXPERTISE

- Content Creation & Strategy
- Digital Branding
- Journalistic Writing & Investigative
- Persuasive & Crisis Communication
- Storytelling
- Audience Engagement
- Visual Design

KEY ACHIEVEMENTS

- **Canadian Marketing League:** Participated in a nationwide marketing competition for Chevrolet Equinox Ev.
- **Top Sales Adviser:** Top sales adviser for Shoppers Drug Mart Beauty Boutique.
- **Content Creation:** Content creation for Research Institute for Urban Wellness

PROFESSIONAL EXPERIENCE

Beauty Sales Adviser - Shoppers Drug Mart

2021 - Current

- Media Relations in customer recommendations, personalized
- Experience in fast pace working environments.
- Digital Content Creation for social media branding via Instagram.
- Continuous team organization, work environment and brand building.

2023-2024

Freelance Brand Representative - ACI Cosmetics

- Represented this brand in several different institutions to boost and promote sales.
- Prepared detailed reports on daily sales and the given target.
- Handled customer care with personalized consultations.
- Coordinated travel arrangements by working remotely each shift.

EDUCATION

2022- 2026

MacEwan University - Professional Communications

Bachelor of Professional Communication

- Major: Journalism

References

Available upon request

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PROFESSIONAL COMMUNICATION

February 5, 2025

Edmonton, Canada

(587)-785-5536

mciplakk@icloud.com

T8N 2B8

RE: Hiring Director

Dear Sir/Madam,

Thank you for your consideration of my application for the communication internships that I found through Grant MacEwan. This opportunity sparked my interest as I have quite the experience in communication marketing, social media, content relations, customer service, and advanced communication skills, which would be a great asset to your team.

In order to assure efficient customer service to your respected customers, organizations like yours need workers with proper experience to establish a secure worker to customer relationship.

Throughout my past working experience and education, I am currently in my third year in my Bachelors Degree in Communications. I've spent three years working as a Beauty Adviser at Shoppers Drug Mart, which taught me many lessons on patience, teamwork skills, and working in fast paced environments. My years working in cosmetics have educated me with progressive customer service skills, ongoing communication with clients and consistent work with sales management and cosmetic marketing.

A customer's needs are always a priority when working with an organization like yours, therefore I believe that with my previous work experiences, I will provide satisfactory service to your company's needs.

I am excited and look forward to contributing my skills and experience to your company.

Thank you again for your time and consideration. I look forward to hearing back from you.

Warm regards,
Meral Ciplak

Enclosure.

