


SERENA ŞAUL

Narlidere, Izmir, Turkey, 35320 

serena.saul.uni@gmail.com 

serena-saul.github.io/resume 

EDUCATION

Year 11 (Junior) | [Private Isikkent Anatolian High School](#)

Izmir, Turkey

Sep 2023 – Ongoing

Anticipated Graduation: Jun 2027

- Follow the national curriculum set by the Turkish Ministry of Education for Anatolian high schools
- **Relevant Courses:** Mathematics, History, Project Design and Implementation, Art Education, English, Turkish Language and Literature, Biology, Chemistry, Physics, Geography, and more
- **Distinctions:** Received a High Honor Certificate (Grade 10) and an Honor Certificate (Grade 9) for high GPA

LEADERSHIP SKILLS

Knowledge Exchange: Turkish Airlines Uniforms Throughout the Years

Ongoing

- Work on a historical deep dive of the way flight attendants' uniforms have changed over the years, what historical and social changes drive the fashion, how it impacts brand recognition and customer insights and more, and will conduct interviews with Turkish Airlines flight attendants
- An academic summary of findings and a pamphlet to spread knowledge of how fashion influences and is influenced by different factors will be ready by July 2026

Patiseverler Club

2025 – Ongoing

- Act as president of the school club and organize:
 - the preparation of posters and a social media awareness campaign to arrange the adoptions of puppies
 - collaboration with students exploring architecture to design special dog houses
 - collaboration with the school board and cafeteria to plan recycling food into dog food in-house
 - donation runs with students to support local dog shelters
- Use branding fundamentals to create an identity for the club via new logo design and more

ACADEMIC ENRICHMENT

[Branding 101](#)

- Take course on building and managing effective organizational brands for social-impact ventures covering brand strategy, identity design, and audience engagement
- Explore defining brand vision, mission, and core values to learn how to implement and communicate consistent brand experiences

Independent Study

- Follow select informational and fashion blogs, and take notes on concepts, terminologies, industry jargon and more to prepare to study in the fashion industry
- Read "Fashion and Branding" by Prof. Dr. Ziyet Ondogan and Dr. Ece Nuket Ondogan to explore the links between fashion, identity, culture, history, branding and psychology

Fashion Institute of Technology Online Course: [Global Fashion Designers and Icons](#)

- Explored the history and global influence of iconic designers such as Chanel, McQueen, and Abloh, examining how culture and creativity shape fashion trends
- Prepared collages and a presentation on the iconic fashion trends of the 80's (oversized blazers, padded tops, big framed sunglasses and denim looks) and the 2000's (lingerie, laced and sheer tops, mini skirts and low-rise jeans)

Term Project: The Return of Vintage and Retro Fashion

- Investigated why vintage and retro fashion are back on trend due to factors such as economic circumstances, sustainability efforts and nostalgia, and the role social media played on the trend
- Identified and chose specific styles from the 60's, 80's, 90's and the 2000's to adapt them into an outfit that reflected today's trends, and prepared a presentation

Term Project: From Yesterday to Today - The Change of Fashion Over the Centuries

- Explored the ways fashion has been a status symbol in history with the wealthy using luxurious fabrics and custom-made clothes, how the advent of the Industrial Revolution and mass production made fashion more accessible, and the ways social media currently shapes trends and how fashion is used as a mode of self-expression
- Designed one elegant and one casual outfit that I think might be possible in the 2050's, with my predictions of how sustainability will be emphasized in the future with eco-friendly materials made by technological advancements that reduce waste and make clothes more durable



EXTRACURRICULAR ACTIVITIES

BBYO International Convention

Feb 2025

PA, USA

- Participated in the B'nai B'rith Youth Organization (BBYO) International Convention, a global leadership gathering with thousands of attendees from many countries, gaining experience in cross-cultural collaboration, community leadership and large-scale event engagement
- Signed up to attend the February 2026 convention later on

International Kallah

Jul – Aug 2024

PA, USA

- Attended a three-week BBYO program and participated in daily activities
- Joined a team for Olympic-style events and served as the group photographer, with photos later featured on the camp's official Instagram page

Camp Szarvas

Jul 2023

Budapest, Hungary

- Participated in a two-week leadership and cultural exchange program organized by BBYO, and took part in leadership workshops that emphasized teamwork, communication, and public speaking with peers from all over the world



SOCIAL RESPONSIBILITIES

Primary School Environment Awareness Club

2025 – Ongoing

- Give weekly seminars to primary school students about the environment and organize fun activities to help them learn and connect with important topics such as animals and biodiversity, recycling and waste, wildfires, energy and climate

Isikkent Interact Club

2024 – Ongoing

- Participate in bake sales, preparing and selling homemade goods such as cupcakes and cookies
- Contribute to winter charity fairs by crafting and selling handmade beeswax candles, painted wooden objects, and porcelain items, with all proceeds donated to charity
- Led a polio awareness presentation for 4th-grade students, taking part in the research and serving as the main presenter on behalf of the group



SKILLS AND HOBBIES

- Turkish (Native)
- English (Intermediate)
- Spanish (Beginner)