

Contact

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Education

M.S. Public Relations
S.I. Newhouse School of
Public Communications

M.A. International Relations
Maxwell School of
Citizenship & Public Affairs
Syracuse University,
Jul 2015–Dec 2016

B.A. International Relations
Political Science, Maxwell
School of Citizenship &
Public Affairs
Syracuse University,
Aug 2011–Aug 2015

Skills

Copywriting
Comms Design
Brand Mngmnt & Architecture
Public Art Installations
Creative Direction
Cross-Cultural Comms.
Event Planning
Visual Diplomacy
Strategic Engagement

Software/Platforms

Adobe Id, Il, Ps, & Pr - Interm.
Asana, Slack, Figma
Google Workspace
Microsoft Office
Notion

Languages

Advanced Italian
Fluent Spanish
Intermediate Turkish

Communications | Creative

**Mojica Consulting LLC | Lead | International
May 2024 - Present**

- Consult artists, galleries, & architecture institutions on the planning, curation, & execution of programs, exhibits, & unique activations
- Provide strategic communications support
- Create written content as related to activations, brand engagement, & sponsorship

**Matsuyama Studio | Snr. Project Manager |
March 2024 – May 2024**

- Lead/assist in coordination of artist's Venice Biennale 2024 exhibition as related to comms, event planning, logistics & venue setup

**ATÖLYE | Senior Communications Associate |
Istanbul, TR | Jan 2023 – Feb 2024**

- Owning end-to-end execution of creative briefs, long-form content, case studies, & campaign ideas into public-facing comms, & elevating the quality of a range of copywriting assets
- Creatively translating ATÖLYE's value proposition & brand into impactful copy that drives performance for growth efforts
- Writing, editing, curating thought leadership
- Project management; working with designers & clients on visual branding narratives
- Streamlining/creating new workflows

**KIMM Agency | Copywriter & Creative Director |
Istanbul, TR | Mar 2022 – Sep 2022**

- Head copywriter for pharmaceutical & tech clients in USC & UAE
- Creative direction on multiple brand strategy projects, medical marketing services

**Hudson Yards Hell's Kitchen Alliance |
Communications & Cultural Engagement
Director | NY, NY | May 2019 – May 2022**

- Curator of public art installations & cultural programming in Bella Abzug Park, NYC;
 - Armory Off-Site, 2021
 - BIG APPLE, 2021
 - King Nyani, 2020
 - Vinyl Nights 2019-2021
- Commissioned seven murals in partnership w/ The Port Authority of NY/NJ
- Managed artists, producers, fabricators to execute unique outdoor activations
- Built project timelines & budgets; experience creating & tracking proposals

**+ Marketing & Programming Manager | NY, NY |
Sep 2017 – May 2019**

- Directed BID's rebranding, implemented creative marketing solutions (small business outreach program, promotion of BID services, & vendor relations)
- Developed & executed comms, digital content strategy, sponsorship programs, strategic partnerships, & community outreach
- Introduced BID's first organics drop-off partnership with DSNY
- Administrative assistant to co-chairs of the NYC BID Association

**Arthur W. Page Society | Communications
Intern | NY, NY | June 2017 – Aug 2017**

- Analyzed & interpreted digital campaign data
- Recommended/executed content distribution strategy while helping manage online platforms

**American-Turkish Council | Research Intern |
Washington, DC | Feb 2017 – May 2017**

- Led Twitter for the 36th Annual Conference
- Designed/executed research consultancy; led to the implementation of a new branding strategy

**Meridian International Center | Cultural
Programs Intern | Washington, DC |
Jan 2017 – May 2017**

- Designed exhibition/program materials for global programs, & contractor meetings
- R&D for programs, exhibitions, grant proposals
- Contributed content to all digital platforms

**U.S. Dept. of State Educational & Cultural
Affairs Bureau | Public Affairs & Strategic
Communications Intern | Washington, DC |
Jan 2017 – May 2017**

- Graphic designer on hosting branding/campaign guide; content curation

International Work/Research

**Bahcesehir University International Academic
Affairs Office | Intern | Istanbul, Turkey |
Jan 2015 – Jun 2015**

- Researched funding opportunities & new education modules for the university
- Created an extensive pre-approved course list for BAU & its partner institutions
- Edited Turkish to English translations

**Bahcesehir University | Istanbul, Turkey |
Jun 2014 – Jul 2014 | Jan 2015 – Jun 2015**

- Researched the history/dynamics of democracy in the Islamic world, & focused on historic & contemporary Turkish politics/language