

## 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 - Intern.  
Asana, Slack, Figma  
Google Workspace  
Microsoft Office  
Notion

## Languages

Advanced Italian  
Fluent Spanish  
Intermediate Turkish

## Communications | Creative

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

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

- Ideated & directed BID's rebranding, implemented creative marketing solutions
- Developed & executed communication strategy, paid sponsorship programs, strategic partnerships, & community outreach
- Lead digital content strategy, promotion of BID services, & vendor relations

- Instituted small businesses outreach program
- 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
- Recommending/executing 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 to improve newsletter efficacy through implementation of 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 development & effects of democracy in the Islamic world
- Studied historic & contemporary Turkish politics, Turkish language