

## ACCOMPLISHMENTS

### • CORPORATE COMMUNICATIONS:

- ✓ More than ten years of professional experience in multinational corporate communications in Turkey and Europe.
- ✓ Well-versed in Marketing, Event Management, and Advertising as an Account Executive: orchestrated large-scale multinational projects for General Motors, Mercedes-Benz, Toyota, Renault and Chrysler in Turkey and Europe.
- ✓ Master's Degree in Communication Strategies and Public Relations.

### • ONLINE/DIGITAL MEDIA:

- ✓ Author of "[Visual Communication in 140 Characters](#)," a chapter in "Brands L.E.A.P into Twitter: How 99 Organizations Tweet Successfully" to be published in 2010 by the University of Washington (UW).
- ✓ Member of the UW Digital Media Web Council, responsible for creating content for departmental [websites](#) in 2009.
- ✓ Pursuing a Master of Communication in Digital Media ([MCDM](#)) at the UW.

### • MULTIMEDIA PRODUCTION:

- ✓ Producing multimedia for the [Portal to the Public Project](#) at the [Pacific Science Center](#).
- ✓ Creating video content for the UW YouTube Channel, [UWHuskies](#), and teaching [digital storytelling](#) to the UW Media Relations and Communications Department. Produced "[The Big W](#)", reached more than 4,000 views in 20 days and featured on the [UW's home page](#).
- ✓ Produced a training film that has been used in 2000 driving schools in Turkey. The production was supported by the government and sponsored by Renault in 2002 and again in 2007.

### • PHOTOGRAPHY & VISUAL DESIGN:

- ✓ Provided professional portraiture photography services to a Seattle-based Public Relations firm, [Shiftpoint Strategies](#) (Web Publication)
- ✓ Visual Designer for the book "Brands L.E.A.P into Twitter: How 99 Organizations Tweet Successfully" at the UW.
- ✓ Designed and implemented [visual communication materials](#) and web content for various departments at the UW.

## PROFESSIONAL EXPERIENCE

2010 January – Present | **Multimedia Producer** (part-time/contractor)

**PACIFIC SCIENCE CENTER**, Portal to the Public Project, Seattle, WA

- Create video content for the [Portal to the Public Project](#), a communication guiding framework that supports partnerships and relationships between museums and science organizations.

2009 March– Present | **Electronic Media Assistant / Video Producer** (part-time)

**UNIVERSITY OF WASHINGTON**, Media Relations & Communications Department, Seattle, WA

- Create video content for the UW YouTube Channel: [UWHuskies](#). Provide instruction in digital storytelling and video production to staff and faculty members. Design and build web and print collateral to promote the [UW Pocketmedia Film Festival](#).

2005 – 2006 | **Founding Partner/Project Manager**

**NEO DESIGN & COMMUNICATIONS**, Istanbul, Turkey

- Grew client base from scratch using experience and contacts with corporate clients. Developed key accounts such as Chrysler Turkey. Ensured high client satisfaction and retention rates through effective marketing and relationship-building.

2001 – 2005 | **Client Relations Director and Project Manager**

**CAPITAL EVENTS**, Istanbul, Turkey

Organized more than 50 corporate and press events (international auto shows, product launches, VIP events, roadshows), and led teams of up to 150 people. Clients included: Mercedes-Benz, Chrysler, Jeep, General Motors, Porsche, Toyota, Nissan, Renault, Fiat, and Volvo.

1996 – 2001 | **Communications Coordinator**

**GENERAL MOTORS TURKEY**, Izmir, Turkey

- Managed \$12 million annual budget, overseeing marketing events, advertising, and media buying. Generated new business through innovative presentations to international executive teams.

## EDUCATION

UNIVERSITY OF WASHINGTON, Seattle, Washington

- **Master of Communication in Digital Media**, Expected Spring 2010

GALATASARAY UNIVERSITY, Istanbul, Turkey

- **M.A., Communication Strategies and Public Relations**, 2008 (Ranked 1<sup>st</sup> in class of 19, GPA: 3.95/4.00)

Professional Development / Trainings

- **Design Culture & Management Program**, Bilgi University, Istanbul, Turkey, 2002-2003
- **Sales Promotions and Event Management**, GM Europe, Paris, France, 2001
- **Positioning & Brand Management**, GM Europe, Wiesbaden, Germany, 1999
- **QNRS – Quality Network Retail Systems**, GM Europe, Barcelona, Spain, 1998

DOKUZ EYLUL UNIVERSITY, Izmir, Turkey

- **B.F.A., Director of Photography, Cinema-TV**, (Concentration on Video Production), 1996