

# Başak ÖZKESKİN

CREATIVE

COPYWRITER

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www.basakozkeskin.com

## EDUCATION

**2021 - 2023: MIAMI AD SCHOOL BERLIN**

Concept / Copywriting

**2012 - 2017: ISTANBUL UNIVERSITY**

Public Relations and Advertising (B.A.)

**2013 - 2017: ANADOLU UNIVERSITY**

Brand Communication (A.A.)

**2014 - 2015: UNIVERSITY OF VIENNA**

Mass Media and Communication (Erasmus)

## EXPLORATION

ILLUSTRATOR

PHOTOSHOP

INDESIGN

SPARK AR

AFTER EFFECTS

(AS AN ODE TO MY CAT)

## EXPRESSION

TURKISH FEVKALADE

ENGLISH ARTICULATE

GERMAN EIN BISSCHEN

ITALIAN INTERESSATO

## EXPERIENCE

**SUPERHEROES** AMSTERDAM

03.01.2023 - 10.03.2023

INTERN

Created concepts for Lenovo and Stimorol. Built monthly SM content for Skinny Whale.

**BETC** PARIS

03.10.2022 - 12.12.2022

INTERN

Won the BETC Academy by pitching to Budweiser. Also worked for Michelin, Danone Nutrison, H&M, Lipton.

**PUBLICIS** MILAN

04.07.2022 - 09.09.2022

INTERN

Conceptualized and scripted Heineken's first gaming campaign, 'Just Another Night Out,' together with my fellow MAD interns. Collaborated with Le Pub Brazil alongside the Milan team for the global launch and gained intercontinental experience.

**TBWA - çözüm** ISTANBUL

27.10.2019 - 01.11.2021

COPYWRITER

Handled up to 10 brands, including WWF Turkey, Peugeot, PVM (Mentos, Vivident), BNP Paribas Cardif and many more. Built brand identities, launched products, created SM content, won pitches. B2B, B2C, shopper marketing, internal communications, TV, print and you got it. Immensely fruitful time. Especially on films.

**KARPAT** ISTANBUL

21.02.2018 - 20.09.2019

JR. COPYWRITER

Started as an intern, flew away like a Jr. Worked for a variety of industries including banking, fashion & lifestyle, wellness, FMCG, home decoration, telecommunication, NGO's and more.

**PLAYTUSU MAG** ISTANBUL

03.10.2016 - 26.08.2017

EDITOR

Created daily & monthly content about cinema, music, and events. Curated the mag's IG with photography & design. Wrote artist bios for festival line-ups, and interviewed the musicians. Helped manage the SM accounts of Big Burn Istanbul, Garage Istanbul, Zorlu Performance Hall (Sónar Istanbul, Jazz Festival, Lokalize)

**ARTI İLETİŞİM & PR** ISTANBUL

09.03.2016 - 16.06.2016

PR INTERN

Prepared press releases for event halls and various hospitality sectors, and contacted journalists for publishing.

**WORKCAMP** BUSTURIALDEA

01.07.2015 - 15.07.2015

VOLUNTEER

Volunteered to teach English to children in Mundaka, Basque County. Experienced the customs alongside volunteers from different nations.