

Başak ÖZKESKİN

CREATIVE

COPYWRITER

basak.ozkeskin@gmail.com

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

ANTONI_GARAGE BERLIN

15.03.2024 -

COPYWRITER

Working on global campaigns for Mercedes-Benz, including '250 Reasons Not to Buy the PureSpeed' which won a Bronze Lion in the Multi-Platform Social Campaign category, and the 'Welcome Home' campaign, now a blueprint for the brand's next chapter.

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 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)

AWARDS

2025

Cannes Lions, Bronze

Multi-Platform Social Campaign
"250 Reasons Not to Buy the PureSpeed", Mercedes-AMG

2023

Cannes Lions, Shortlist

Food & Drink, Film
"Just Another Night Out", Heineken

Future Lions, Shortlist

"Breathing Outdoors", Volvo Cars

Applied Arts Awards

Social Responsibility, Student
"Talkers by Walkers: How to Listen Responsibly", Walkers

2022

Clio Health, Bronze

Consumer Brand Health Initiative, Student
"Talkers by Walkers: How to Listen Responsibly", Walkers

Summit International Awards, Gold

Student Conceptual Product/Service/Idea
"Talkers by Walkers: How to Listen Responsibly", Walkers

Creative Conscience, Bronze

Advertising, Mental Health
"Talkers by Walkers: How to Listen Responsibly", Walkers

CHERRY

2018, Mixer - Art Writing Seminar / E-book

Chosen to be part of an art critique e-book for the exhibition "Teşbihte Hata Olmaz"
<https://www.artwritingturkey.com/sanat-yazlar/>

2016, Istanbul University - Social Responsibility Project

Developed a project to build a forest dedicated to kids living in orphanage. Arranged the funding + place with local authorities in Pendik, Istanbul and organized the event to plant the seeds with the children.

2016, Final Thesis:

Perception Management and Gender Roles in Advertising

01.07.2015 - 15.07.2015, Workcamp - Busturialdea:

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

08.07.2012 - 22.07.2012 Summer Camp in Italy:

Selected to represent Turkey for a cultural exchange. Rotary Club Guidonia Montecelio, Rotary Club Rieti Rome

2021

Crystal Apple Awards

Bronze, Best Use of Text in Design
"kokoa. brand identity." kokoa.

Crystal Apple Awards

Crystal, TV & Cinema
"Lions of Our Time", Peugeot

Crystal Apple Awards

Silver, Integrated Campaigns
"Lions of Our Time" Peugeot

Effie Awards

Silver, Automotive
"Lions of Our Time", Peugeot

Effie Awards

Silver, FMCG, "Mutfağın Yeni Starı"
Yayla Yemek Hazır

Brandon Hall Excellence Awards

Bronze, Excellence in Future of Work
"let's kokoa." kokoa.

CERTIFICATES

2023, September, Masterclass

Jeff Goodby & Rich Silverstein
Advertising and Creativity

2023, September, Masterclass

Petra Collins / Capture Your Vision
Through Photography

2022, November, Neoskola

Beer History & Culture with Oğul
Türkkan

2017, October 22 - November 26 İthaki Academy

Fiction & Fantasy with Hakan Bıçakçı

2017, March 11 - 25, İthaki Academy

Sci-Fi Readings with Bülent Somay

2014, Galatasaray University

New Media

2013 - 2014, Pangea Culture

Media and Psychoanalysis

2013, Boğaziçi University

Brand Management Seminar