

# 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

**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.

## AWARDS

2023

**Cannes Lions International Festival Of Creativity 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

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

## 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

**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

**2016, Istanbul University**  
Internal Training Certificate

**2014, Galatasaray University**  
New Media

**2013 - 2014, Pangea Culture**  
Media and Psychoanalysis

**2013, Boğaziçi University**  
Brand Management Seminar

**2012, Koç University**  
Brand Management Certificate