



## PROFESSIONAL SUMMARY

*Creativity-driven, ambitious and detail-oriented media graduate with a robust record of applied research and experience in the areas of new media, television production, marketing, and strategic management.*

A diligent, creative, and bilingual media and marketing graduate from a top-ranked institution with an ambition to implement novel production concepts. Team leader with considerable experience in both on-field productions and off-field business development as well as social media audience analysis. Eager to utilize extensive expertise in creative industries, marketing, and management.

### TECHNICAL PROFICIENCIES

iMovie, Adobe Premiere, Adobe Express, Adobe Lightroom, Procreate, Microsoft Office Suite, Google Workspace

### CORE COMPETENCIES

- Strategic Management
- Branding
- Marketing
- Neuromarketing
- Advertising
- TV / Film Production
- Creative Writing
- Communication
- Cinematography

## PRACTICAL EXPERIENCE

ISTANBUL , TURKEY, DECEMBER 2022– PRESENT

### **FREELANCE PRODUCER, POINT ZERO SHORT FILM**

<https://www.pointzeroshortfilm.com/>

- Demonstrated extensive experience in the media sector by effectively planning, coordinating, and overseeing all aspects of a film's production. This includes budgeting, marketing, and distribution, as well as writing, casting, directing, and script revisions to ensure project success. Effectively managed a team of 30 individuals, ensuring seamless execution of all production aspects to the highest standards.

ISTANBUL, TURKEY, NOVEMBER 2022 – MAY 2023

### **BRAND STRATEGY AND COMMUNICATIONS MANAGEMENT FULL-TIME INTERN, VODAFONE TURKEY**

- Worked in line with the agencies as part of communicating the brand's mission and competitive advantages to the customers.
- Managed Vodafone TR's social responsibility initiatives across various media channels, including digital screens, retail outlets, television, and social media. Successfully oversaw the Effie Award Winning Project Kirmizi Isik, a purpose-driven initiative.
- Kept track of customer demands and offered possible creative projects based on targeting their needs.
- Was in charge of sponsorship deals and branding of Beşiktaş Women Football Team, specifically focused on Hakki Yeten Facility at Fulya Besiktas.
- Worked for the international communication of the Vodafone TR's Metaverse Decentraland project, was responsible for the content creation.

AMSTERDAM , THE NETHERLANDS, SEPTEMBER 2021– JUNE 2022

### **BRAND AMBASSADOR, GreaTR**

- Promoted the organization's aim and purpose to Turkish students in Amsterdam.
- Developed an efficient brand image by interacting with people and arranging social responsibility programs.
- Organized events to create an atmosphere for students to build strong networks.

UNIVERSITY OF AMSTERDAM , THE NETHERLANDS, MARCH 2021– JULY 2021

### **SEMI-PROFESSIONAL SET EXPERIENCE**

- Created and directed a television show called "RoomieZ".
- Authored daily and weekly written reports to communicate the process to the crew members.
- Acted as a camera operator during the production, shot the b-rolls and main scenes of the show.

- Worked with the editor to put various shots into scenes, and the scenes into a finished TV show during the postproduction.

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## EDUCATION AND CREDENTIALS

### BACHELOR OF ARTS IN MEDIA AND CULTURE, MAY 2022

University of Amsterdam, Amsterdam, the Netherlands  
Specialization: Television Production  
Minor in Marketing & Strategic Management  
Cumulative GPA: 3.5/4.0

### HIGH SCHOOL EDUCATION, JUNE 2019

Eyuboglu High School, Istanbul, Turkey  
International Baccalaureate Diploma  
Memorial High School Exchange Program, Canada (2016)  
EYB Honors Board Member (2016–2017)

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## PORTFOLIO

Link to the Portfolio – [www.ezelergenekon.com](http://www.ezelergenekon.com)

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## BACHELOR'S THESIS & PUBLICATIONS

- “How is capitalism imagined in the Netflix series Squid Game?” (B.A. Thesis) – A cinematographic analysis of how capitalism and real-life competition are portrayed by the extreme aestheticization of violence.
- “Impacts of Covid-19 on Audience Participation: A case study of Survivor Turkey 2020”
- “Digital Labor and Digital Economy of Uber Drive: Unionization of Workforce”
- “The use of Big Data in Fashion Forecasting”

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## PROFESSIONAL AFFILIATIONS

- European Youth Parliament Turkey – Alumni – Selected as one of the top 3 delegates out of 120 participants and invited to Basel, Switzerland.
- International Schools Theatre Association – Attended in: Istanbul Turkey, Geneva Switzerland, London UK.
- University of Amsterdam: Media Studies' Student Association “Off-Screen”

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## VOLUNTEERISM

- Kadikoy Animal Shelter Istanbul, Turkey.
- September team leader, 2017.
- KAÇUV – Cancer Hope for Children Foundation, 2017–2018.

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## ADDITIONAL INFORMATION

**Languages:** English C2, Turkish (Native), Spanish A1/2

**Interests:** Debate, Travel, Photography, Creative Writing, Music, Social Media, Kickbox, Kayaking.

**Driver's License:** B1