

LEYLA ERSIN

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EDUCATION

Parsons School of Design – The New School

Bachelor of Business Administration in Strategic Design and Management Curriculum

New York
2018 - 2022

Parsons Paris

Relevant Coursework: Marketing and Branding, Fashion Digital Photoshop, Business Models Strategy, Analyzing Trends

Paris, France
Fall 2020

Awards & Honors

Dean's List

WORK EXPERIENCE

Untitled Experiment (Remote) *Social Media Intern*

August 2021 – March 2022

- Drove sales by developing merchandising strategies and creating engaging social media content.
- Collaborated with social media influencers to generate organic content and build brand awareness.
- Lead social media meetings every week to debrief advertisement data and collaborate with teams to come up with strategies.
- Strategized with CEO to create, market and launch new ways to create engagement through all social media channels.
- Researched competitor campaigns to identify and implement new marketing strategies.

Rafineri PR (Istanbul, Turkey) *PR Intern*

July 2021 – August 2021

- Found and contacted brands that suit the agent's ideology.
- Came up with design ideas for their new client, launched their social media by creating content.
- Worked with the marketing team to come up with new strategies across all clients.
- Researched opportunities across online media channels.

Farm Rio (New York, New York) *Production Intern*

May 2021 – July 2021

- Organized excel sheets for the brands products and budgeting.
- Worked with the creative team to come up with engagement strategies for social media for their upcoming season.
- Created a marketing campaign for their 2021 Fall season.
- Conducted market research, monitored competitive activity and identified customer needs.

Vogue Turkey (Istanbul, Turkey) *Fashion and Editorial Intern*

May 2019 - July 2020

- Created presentation boards and seasonal trend reports for meetings with buyers and design teams. Delivered presentations on industry trends.
- In charge as an assistant stylist for editorial shoots.
- Wrote weekly entries about fashion and design trends for Vogue.com.

Nest Istanbul (Istanbul, Turkey) *Social Media Manager*

May 2018 – August 2020

- Managed accounts to promote Nest on several social media platforms. (Instagram, TikTok, Twitter)
- Created content for social media and researched/found a suitable PR agent who embodies and understands the brand's core values.
- Analyzed industry trends and customer preferences in sustainable and slow fashion.
- Strategized creative ideas for the brand to tell its story and emphasize its values in an exhibition.

Nammu Showroom (Istanbul, Turkey) *Social Media Manager*

May 2017 - Present

- Created social media launch strategies by re-designing the brands social media pages.
- Utilized the data gathered from brand awareness analytics to create a more engaging brand identity.
- Acted as on-site manager in several look-book shoots for the brand by organizing the daily tasks and schedules for models and on set staff.
- Analyzed Facebook and Instagram ads to increase website traffic and brand awareness.

SKILLS

Adobe Creative Studios: (Advanced) - Adobe Photoshop, Illustrator, InDesign, Premiere

Microsoft Office: (Advanced) – Word, Powerpoint, Excel

Google Analytics: (Advanced Certificate from Google) - Proficiency in utilizing data to enhance website/social media traffic and engagement.

Project Management: Experienced in fostering team collaboration and utilizing Zoom and Slack when working cross-functionally.

ADDITIONAL INFORMATION

- Double citizenship US/Turkey
- Fluent in Turkish and English, Intermediate Level in French