
Yasemin Kosereisoglu

Producer | Project Manager

70 Wyckoff Avenue, Apt 2D, Brooklyn NY 11237.

Y@YASEMINK.COM | (929) 325-5922

PORTFOLIO | [YASEMINK.com](https://www.yasemink.com) [pw: YasPortfolio]

EXPERIENCE

Beatport, Full Time - *Head of Client Relations & Creative Production (previously Senior Producer)*

October 2020 - PRESENT

- Lead producer and project manager for all brand partnerships and events for Beatport globally. Recent campaigns include [Absolut](#), Microsoft Surface [Game Changers](#), Microsoft Surface [Originals2](#), [Heineken x Formula 1](#), [Ballantine's True Music](#), EE and more. Currently producing the inaugural [ReConnect Summit](#).
- Supervises project teams of more than 20 internal and external hired creatives, working with vendors and agencies to produce high quality branded content, activations, events and social campaigns.

Freelance - *Creative Production Manager*

September 2020 - Present

Freelance producer and project manager. Clients include:

- [Present NYC](#) (projects include content production for [Pantone Connect](#) and Sequoia Capital)
- The first "alternate reality film experience" named "[Dared My Best Friend](#)"
- Tech company [Squire](#) and more.

Wasted Talent Media [Mixmag, The Face, Kerrang], New York - *Producer (Brand Partnerships)*

Sept 2016 - June 2020

- Managed the production of 7-figure digital and experiential music campaigns with brands such as Budweiser (BUDX), Samsung, Smirnoff, LIFEWTR, Bulldog Gin and Soundcloud, reporting to C-level executives. Led monitoring, reporting, weekly check-ins and presenting campaign performance data, achieving client satisfaction.
- Executed multi-channel branded content campaigns catered for social and digital media consumption. Met profitability goals and ensured efficiency across the campaign supply chain and activations.
- Guided cross-functional teams, liaising with internal editorial, social, media, design, production and video staff and external stakeholders, delivering compelling and creative content and event campaigns.
- Oversaw production budgets and timelines for content campaigns, overseeing invoices and payments. Negotiated rates for talent, vendors, contractors and project based staff.

EDUCATION

New York University, New York - *Music Business MA*

Sept 2015 - May 2017 | GPA 3.8

King's College London, London - *Business Management BSc*

Sept 2012 - May 2015 | First Class Honors Degree. Received Exceptional Dissertation Award

ADDITIONAL EXPERIENCE | Freelance production @ Rise, Movement, Secret Solstice, Boardmasters Festivals

LANGUAGES | English (Bilingual), Turkish (Bilingual), Spanish (Beginner)