

Zeynep Gursoy

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Authorized to work for any US employer | No current/future visa sponsorship required

ABOUT ME

Driven by the passion to create lasting impressions, I prioritize fostering respect and camaraderie within teams. My core goal is to make meaningful contributions while continuously enhancing my professional skills. Known for my sincere, positive approach, I am deeply committed to my career, characterized by a strong work ethic, quick learning ability, attention to detail, and organizational skills. As a self-motivated individual, I exhibit proactive leadership and decisiveness, adept at both guiding teams and collaborating as a committed team member.

Educational Background

Bachelors in Public Relations and Business, Istanbul Bilgi University | 2015 - 2020

Language Program, Columbia University | 2022

P.I Art Center | 2022-2023

WORK EXPERIENCE

Freelance | Event Organization & Marketing Consultancy

2023 – Present

- Organized a major event for 70 people, showcasing creative planning and stringent budget management skills.
- Enhanced event experiences with a custom photo booth, leveraging design skills using Microsoft Office suite.
- Crafted an engaging marketing video for a construction firm, significantly enhancing client trust and brand credibility.
- Lead an Anniversary project, emphasizing strong leadership and fostering effective teamwork among colleagues.

Operation Manager (Part-Time) | Vesta Wood

2022 – Present

- Ensured catering and setup readiness, demonstrating account management and meticulous organizational skills.
- Concentrated on delivering high-quality guest experiences for superior client satisfaction.
- Successfully managed events of various sizes, showcasing effective leadership and collaborative teamwork skills.

Marketing & Event Manager Assistant | X Marketing and Event Agency

2019 – 2020

- Supported social media, influencer marketing, and client relations to promote brand events and engagement.
- Coordinated major brand launches with effective application of budget management principles.
- Developed social media content and presentations, leveraging Microsoft Office tools efficiently.
- Managed guest lists and researched for event support, showcasing account management skills.

OTHER EXPERIENCE

Brand Ambassador | 2016 – 2020

- Executed experiential and promotional marketing projects for global brands, including Columbia Sportswear, LG, Turkish Airlines, Ray-Ban, and liquor brands that aim to provide customers with unique and memorable experiences.

Professional Volleyball Player | 2008 – 2019

- While maintaining a full course load, I dedicated around 30 hours per week to training, meetings, film study, travel, and competitions. Additionally, I coached younger players.

VOLUNTEER WORK

Rotaract Club - Rotary International | 2018 to 2021

- As a member of Rotaract, I volunteered with children, animals, elders, and those in poverty. Additionally, I served as president of the Public Relations Committee and managed a team of 8.
- I successfully organized the 30th anniversary night for 130 people including finding a venue, selling tickets, presentations, music, etc.