

# MAYA YUKSELEN

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## PROFILE SUMMARY

Strong interpersonal skills & a creative problem solver. Very flexible; simply looking to work with passionate, creative people. Experience in PR, copywriting, and social media.

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## EDUCATION

### Kenyon College / B.A.

Gambier, OH

English Major, Creative Writing Emphasis

May 2023

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## WORK EXPERIENCE

### Public Relations Intern

*Matter Communications*

October 2023 - December 2023

- Utilized Muck Rack, Cision, and Google Alerts to conduct daily news scans
- Developed unique and creative pitch angles to pitch priority media outlets
- Assisted with coverage tracking
- Assisted with the assembling and shipment processes of mailers and PR packages
- Handled product inventory for mailers
- Organized and maintained cleanliness of the inventory closet

### Public Relations Intern

*Wave Collective*

July 2023 - Present

- Created and maintained media lists
- Managed and scanned for client media and influencer coverage
- Assisted with media coverage reports and event listings
- Assisted with administrative assignments (client research, competitor research, etc.)

### Lead Visitor Experience Associate

*Graham Gund Gallery*

September 2020 - May 2023

- Oversaw a group of 8-10 students per semester
- Planned campus-wide events
- Collaborated with other student organizations on campus
- Promoted events via social media (instagram, email, etc.)

### Copywriting Intern

*Dora Maar*

May 2022 - August 2022

- Crafted clever Instagram captions within the Dora Maar brand voice
  - Developed engaging email campaigns for the Dora Maar audience
  - Wrote product copy for the Dora Maar website, with an emphasis on fashion and merchandise knowledge
  - Worked closely with the art director to produce compelling content across digital and social
  - Assisted the social media intern on all copy-related needs on Instagram and TikTok, when applicable
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