

HAZAL ALTUN, (b.1989)

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Following my education in Communication at Galatasaray University, I have worked in creative areas such as communication, public relations, and advertising in art and architecture. Currently, I lead Digital Platforms and Social Media in the communication team of Pera Museum and Istanbul Research Institute. I also instruct Yin Yoga and Hatha Yoga classes.

With the help of yoga and meditation, which I practice and teach, my main aim is to develop cognitive communication and establish emotional and sensual ties between art and people.



EXPERIENCE

Pera Museum (SVIKV) | Digital Platforms and Social Media Supervisor, January 2022 – Present

Suna and İnan Kıraç Foundation's arts & culture institutions, Pera Museum, and Istanbul Research Institute aim to offer an outstanding range of diverse high-quality culture and art services, historical research, and international conferences. I curate and create digital content for Pera Museum and Istanbul Research Institute. I manage all digital media and communications processes of both institutions through web platforms, social media channels, e-newsletters, advertising campaigns, and digital projects. Coordinating with third parties, agencies, in-house designer, and webmaster, I develop new strategies for the latest technology trends and gadgets to promote museum collections and temporary exhibitions and events.

Pera Museum | Learning Programs Supervisor, October 2017 – December 2021

Pera Museum's Learning Programs aim to introduce people to art, make it accessible and create awareness for Museum - going by building a bridge between the audience and the works of art. The learning department, where I had a role as a supervisor, makes learning about art enjoyable and intellectually stimulating through interdisciplinary workshops, hands-on activities, interactive guided tours that are specially created for temporary and permanent exhibitions for different age groups - Pera Kids (4-6 & 7-12), Pera Young (13-17), Pera+ (18+, 60+, including people with dementia), school groups, mentally disabled students and teachers. I was responsible for creating content for workshops and activities and running these workshops for independent participants and school groups. I coordinated seminars and talks on arts and education. I also designed educational books, materials, and guides in parallel with temporary and permanent exhibitions.

Communications Consultant | Freelance, 2017 – 2019

I have managed communications channels such as websites, social media accounts, press releases, newsletters, interviews. I designed and implemented a content management strategy that specialized in the art to increase audience traffic and engagement with the art audience. My clients are listed below.

Circuit Istanbul, Interdisciplinary Art Space

Nazım's Forest, Artist Sinan Bokesoy's Project with Sanatorium Gallery

Tuğba Hacısüleymanoğlu, Artist Soul 'n Art Gallery

Mixer | Communications & Project Manager, February 2016 – August 2017

Mixer is an art platform that brings a different interpretation to the idea of modern art space, whilst discovering emerging artists and making unique artworks accessible to all. I have managed all communication process between media channels, emerging artists, exhibitions, collectors and the public through press releases, website content, weekly newsletter, advertising campaigns, social media, artist talks, workshops, art events, and special art projects. I was responsible for significant projects which are ArtWritingTurkey, Art 101 & 102 (BUMED) and several sponsorship projects for emerging artists. I have coordinated 19 exhibitions, 3 art fairs, 34 art events including performances, artist and collector talks, artist guided tours, art education programs, seminars.

I-AM | Marketing Communications Specialist, June 2015 – January 2016

I-AM, the multi-disciplinary design agency, create people inspired experiences that all the creative work is driven by real customer insight. Through this creative process 'communication' is the key. I have coordinated the project and customer communications through global offices which are in Istanbul, London, Dubai, Mumbai. I have developed marketing communications campaigns and strategies for new projects including architecture, design, digital & UX and branding for I-AM, I-AM Insight, I-AM Construct.

art ON Istanbul

Press & Public Relations Officer, August 2014 – June 2015

Public Relations Assistant, March – August 2014

Marie Claire Magazine | Internship

Beauty & Stil Editors Assistant, March – May 2013

Inhouse İletişim | Internship

Brand Director Assistant April – June 2011

EDUCATION

Galatasaray University | 2007 – 2016

Faculty of Communication | Public Relations and Advertising

Universitat Autònoma de Barcelona | 2012 – 2013

Public Relations and Advertising (Publicidad y Relaciones Públicas)

Haydarpasa Anatolian Highschool | 2003 – 2007

Social Sciences

ACTIVITIES & PROJECTS & WORKSHOPS

2020 - 2018 Assistant Instructor to Asu Somer in Yin Yoga Teacher Training (400 h) | Nefess Yoga

2020 Art Therapy Certification Program w/ PsyD. İrem Bengü Aksekili | Istanbul Aydın University

2018 Hatha Yoga Teacher Training (200 h) w/ Arzu Sunam & Yelina Tayfur | Nefess Yoga

2017 Yin Yoga Teacher Training (200 h) w/ Asu Somer & Melis Ulaş | Nefess Yoga

2016 Creating Culture to Sustain a Successful Business w/ Alemşah Öztürk | 41!29 Grey

2016 Inside a Music Festival w/ Can Tanca | Soho House Istanbul

2016 Finance and Fundraising Management w/ Deniz Ova | Soho House Istanbul

2016 Participatory Design w/ Emre Kuzlu I-AM Istanbul

2016 Building Taste Through Menu Development w/ Esra Muslu | Cecconie's

2016 Storytelling w/ Kerem Çatay | Soho House Istanbul

2016 Istanbul Social Innovation Summit w/ Matthias Scheffmeier | Ashoka, Boğaziçi University

2016 Personal Branding & Brand Communication w/ Seçkin Uysal | Soho House Istanbul

2016 Contemporary Art and its Roles w/ Seren Kohen | Soho House Istanbul

2016 Insight Journey with Improvisation Games w/ Tugrul Tülek | Soho House Istanbul

2014 Graduation Thesis, Assoc. Prof. Dr. Kerem Rizvanoglu | Galatasaray University

Netnographic Analysis of the Visual Artists Whom Active on Social Media: Banksy

2013 Turkcell Mobile Marketing Certification Program | Galatasaray University

2009 Avea Study Case, Marketing Strategies | Galatasaray University

2008 – 2010 Member Of the Management Club | Galatasaray University

PROFESSIONAL SKILLS

Languages

English ◆◆◆◆◆◆◆◆

French ◆◆◆◆◆◆◆◆

Spanish ◆◆◆◆

German ◆◆◆◆

HONORS

2007 ÖSS Honor Student High Degree 147th in Turkey

TEV Merit Bonus Scholarship

INTERESTS

Therapeutic practices; painting, meditation, yoga, art therapy, Good agriculture & farming, Homeopathy, Herbal remedies, Cultural anthropology