

# Selin Kir

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## WEBSITE

[www.selinkir.com](http://www.selinkir.com)

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## PROFILE

London-based writer, curator, researcher, and PR & media communications professional with a background in Sociology and Culture, Criticism & Curation from Central Saint Martins. With the aim of discovering, refining, and debating the ideas that shape public discourse through artistic and cultural experiences, she applies her knowledge to material, popular, and archival culture.

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## EMPLOYMENT HISTORY

Mar 2025 — Present

### Communications & Content Creator (Freelance), Marshmallow Laser Feast

London, United Kingdom

- Writing and producing content across media channels, effectively communicating MLF's artistic vision
- Developing digital media content, including website copy, and visual assets, ensuring cohesive and impactful brand messaging
- Developing communications campaigns that enhance audience engagement and brand visibility
- Analyzing trends in immersive art, technology, and media to inform content strategy, ensuring alignment with MLF's innovative approach

Mar 2025 — Present

### Media & Communications Executive (Freelance), Studio Dream

London, United Kingdom

- Overseeing media communications strategy, ensuring clear and compelling brand storytelling across all platforms
- Organising and managing photography briefs, coordinating shoots to align with creative direction and brand identity
- Leading website and portfolio design, curating and structuring content to showcase Studio Dream's work effectively
- Collaborating with creative teams on branding, visual identity, and marketing materials to enhance visibility and engagement
- Supporting event design and production while researching and implementing strategies to strengthen industry presence

Mar 2025 — Present

### Digital Communications Lead (Freelance), Montanari PR

London, United Kingdom

- Leading digital communication strategies to enhance the visibility of short films, music videos, fashion films, and commercial projects
- Crafting and curating content that aligns with the brand's voice, ensuring consistent and engaging messaging across platforms
- Managing and refining digital storytelling, shaping narratives that amplify the reach and impact of key projects
- Researching and implementing innovative approaches to maintain relevance and strengthen Montanari PR's industry presence

Jan 2024 — Present

### Subculture & Arts Writer, Underground England

London, United Kingdom

- Researching and analysing alternative subcultures, crafting feature articles, and visual essays
- Conducting interviews with creatives to offer insights and perspectives
- Providing critical reviews of exhibitions and events
- Building global community connections to ensure accurate representation of underground scenes and engaging audiences through digital storytelling and visual documentation

Mar 2025 — Present

### Independent Writer, Deeper Japan

Tokyo, Japan

- Researching and writing articles that bridge traditional and contemporary perspectives, tailored for an international audience
- Developing editorial content that enhances Deeper Japan's storytelling, focusing on immersive travel, local artisans, and unique cultural experiences
- Collaborating with the editorial team to refine tone, structure, and themes that align with the brand's vision
- Conducting interviews and engaging research to provide authentic and nuanced insights

Apr 2024 — Present	PR & Media Communications Manager, Dower & Hall	London, United Kingdom
	<ul style="list-style-type: none"> <li>• Developing and curating content for PR, social media, and affiliate channels</li> <li>• Creating visual assets for digital campaigns</li> <li>• Producing photoshoots and videos</li> <li>• Maintaining daily communication with fashion, jewellery, and media partners</li> <li>• Overseeing sample logistics, gifting, and influencer relationships to enhance visibility and engagement</li> </ul>	
Apr 2024 — Nov 2024	PR and Media Communications Coordinator, Nirvana Creative, Underground England	London, United Kingdom
	<ul style="list-style-type: none"> <li>• Developing and implementing PR strategies to amplify brand visibility and strengthen the studio's reputation</li> <li>• Designing and crafting press releases, media pitches, newsletters, and multimedia content for Nirvana CPH's communication channels ensuring consistent storytelling across platforms</li> <li>• Collaborating with CMF Design, and R&amp;D teams to create visual assets</li> <li>• Overseeing product photography, ensuring brand alignment</li> <li>• Leading press outreach, building relationships with outlets like Wallpaper Mag, Mindsparkle Mag, The Brand Identity</li> <li>• Curating and managing the presence at key industry events such as Paris Packaging Week, Independent Paper Show, and Unfolded Analog Design Festival</li> </ul>	
Jan 2024 — Apr 2024	Fashion Assistant, House of Holland	London, United Kingdom
	<ul style="list-style-type: none"> <li>• Assisting with fashion-related tasks, including arranging photoshoots and studios, coordinating with stylists, photographers, and models</li> <li>• Coordinating fashion shows, liaising with press, buyers, and VIPs</li> <li>• Developing and implementing production schedules that integrate forecasting demands, resource allocation, and delivery timelines</li> <li>• Partnering with design and merchandising teams to bring creative visions to life, overseeing sample management, trend research, and styling prep</li> </ul>	
Dec 2023 — Mar 2024	Digital Content & Photography Assistant, Sammy Baxter	London, United Kingdom
	<ul style="list-style-type: none"> <li>• Developing and managing media communications strategies for Fashion Photographer, and Art Director Sammy Baxter, whose portfolio includes collaborations with Vogue, Kurt Geiger, Loewe, Elle Magazine, Harri, The Untitled Magazine, and Moschino</li> <li>• Specialising in fashion and beauty editorial photography, with responsibilities that include adapting design concepts for web and digital platforms to maintain a cohesive, impactful artist presence</li> </ul>	
Jun 2023 — Dec 2023	Co-Curator & Creative Director, Culture Device (Radical Beauty Exhibition)	London, United Kingdom
	<ul style="list-style-type: none"> <li>• Producing two fashion photography shoots by collaborating with a team of designers, makeup artists, photographers, models, and assistants</li> <li>• Leading the entire photoshoot process, including styling, team coordination, location scouting, model booking, and studio photography production</li> <li>• Curating and organising an exhibition and launch event to showcase the project, commissioning new artworks, and developing a publication as a lasting project legacy</li> </ul>	
Jul 2023 — Sep 2023	Editor & Researcher, Next Nature	Amsterdam, Netherlands
	<ul style="list-style-type: none"> <li>• Developing, writing, and editing articles, news updates, and visual essays on interdisciplinary topics, such as future studies, technology, nature, science, design, and art</li> <li>• Engaging in both primary and secondary research methods, including visual, textual, and statistical analysis</li> <li>• Fact-checking and proofreading the content to align with brand voice and editorial standards; and ensuring consistency across publications</li> <li>• Managing the full life-cycle of content, including formatting, tagging, categorising, and uploading to content management systems (CMS)</li> <li>• Working closely with cross-functional teams, including design, marketing, and digital strategy, to align on project goals and deliver cohesive content</li> <li>• Coordinating with contributors, designers, and stakeholders to enhance storytelling through visual and multimedia elements</li> </ul>	

Oct 2023 — Oct 2023	Cultural Ambassador, Istanbul Biennial	London, United Kingdom	<ul style="list-style-type: none"> <li>Serving as a cultural liaison and representative for the Istanbul Foundation for Arts and Culture (IKSV), leading a three-day arts and culture trip to London in conjunction with the 2024 Istanbul Biennial</li> </ul>
Mar 2023 — May 2023	Digital Exhibition Co-Curator, KULTURA Ex Machina (Occupy White Walls)	London, United Kingdom	<ul style="list-style-type: none"> <li>Curating a digital exhibition for Occupy White Walls, focusing on Kabuki Theatre ukiyo-e prints from the Central Saint Martins Museum and Study Collection archives</li> <li>Collaborating with a curatorial team to select 30 objects, examining the role of Kabuki prints in material wealth performance and the commodification of theatre, and digitally archiving the artworks to expand the collection</li> <li>Contributing to exhibition conceptualisation, contextualisation, design, and execution</li> <li>Authoring a manifesto promoting the democratisation of the art world through digital platforms and AI, aligning with Occupy White Walls' vision</li> </ul>
Jun 2022 — Sep 2022	Intern, 50th Istanbul Music Festival, IKSV (Istanbul Foundation for Culture and Arts)	Istanbul, Turkey	<ul style="list-style-type: none"> <li>Overseeing the organisation of the Istanbul Music Festival from creative conceptualisation to full-scale production, contributing to every stage of development</li> <li>Assisting in planning and executing all production aspects, coordinating with artists, venues, and technical teams to ensure smooth operations</li> <li>Managing vendor relations, budget oversight, and resource allocation to align with festival standards and enhance attendee experience</li> <li>Providing on-site support during events and rehearsals ensuring smooth execution</li> </ul>
Apr 2022 — Jun 2022	Production Assistant, 41st Istanbul Film Festival, IKSV (Istanbul Foundation for Culture and Arts)	Istanbul, Turkey	<ul style="list-style-type: none"> <li>Overseeing all elements of festival production, including sound, lighting, staging, backline, and equipment coordination</li> <li>Supporting the Festival Producer in venue build-out and installation setup</li> <li>Coordinating and presenting directors and crew for Q&amp;A sessions</li> <li>Conducting pre-screening tests of films, subtitles, sponsorships, and advertisements to ensure a seamless experience for the audience</li> </ul>
Jan 2021 — Dec 2021	Art Gallery Assistant, Gallery Artist	Istanbul, Turkey	<ul style="list-style-type: none"> <li>Managing gallery collections and providing support to collectors, artists, and visitors</li> <li>Supporting gallery operations with administrative, creative, and customer-focused responsibilities</li> <li>Cataloguing and maintaining artwork records, including condition reports and inventory updates</li> <li>Assisting in planning, organising, and presenting exhibitions and displays</li> <li>Conducting research on artists and artworks to support curatorial projects</li> <li>Handling sales inquiries and facilitating purchases for clients and collectors</li> <li>Organising opening receptions and managing event logistics</li> </ul>
Jan 2021 — Jun 2021	Archivist, Mithra Istanbul	Istanbul, Turkey	<ul style="list-style-type: none"> <li>Selecting and editing documents for publication and display, applying expertise in subject matter and presentation techniques</li> <li>Developing and implementing preservation procedures to ensure the longevity and accessibility of archival materials</li> <li>Cataloguing and organising physical and digital collections for efficient retrieval and use</li> <li>Conducting conservation assessments to monitor and address the condition of archival materials</li> <li>Assisting researchers and stakeholders by providing guidance and access to relevant archival resources</li> </ul>

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EDUCATION

Jan 2023 — Dec 2023	Master of Arts (M.A.) in Culture, Criticism and Curation, University of Arts London (Central Saint Martins)	London, United Kingdom
Sep 2017 — Sep 2022	Bachelor of Arts (B.A.) in Sociology, Koc University	Istanbul, Turkey

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AWARDS ,  
ACCOMPLISHMENTS,  
AND HONOURS

International Law Summer Programme, Queen Mary University  
of London

International Baccalaureate Diploma Programme

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REFERENCES

References available upon request