

Yasemin Kosereisoglu

Production & Account Director

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

Experiential and content production leader with 10+ years experience delivering live events, activations and branded content for global brands across the music industry. Leads production from concept to execution, owns multimillion budgets, partnering with senior cross-functional stakeholders to turn business goals into high impact experiences at scale.

EXPERIENCE

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

October 2020 - PRESENT

- Lead production of live experiences across Beatport's event portfolio — Beatport Live (DJ/electronic events), The Block (festival stage), Beatport Connect (conferences), and the Beatport Awards. Overseeing 44 events in 2026 from concept through execution.
- Delivering multi-million dollar brand activation and content campaigns with clients such as Miller Genuine Draft, Absolut, Microsoft Surface, Heineken, Formula 1 and Ballantine's True Music. Owns budgets, timelines and approval processes across multiple concurrent projects.
- Lead producer of documentary and content series for Beatport and our brand partners globally.
- Directing cross-functional teams of 20+ internal and external creatives plus vendors and agencies, including 3 direct reports.

Freelance Projects - *Creative Production Manager (Events & Content)*

- Nike Jordan — NBA All Star Weekend Activation (2025)
- Charles Tyrwhit — New York Fashion Week (2024)
- Pantone Connect & Pantone Color of The Year (2021)
- Music festivals: Rock The Bells (2022), Shaq's Fun House (2020), Gronk Beach (2020), Movement Festival (2016, 2017), Rise Festival (2014), Secret Solstice (2015), Boardmasters Festival (2015)

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

Sept 2016 - June 2020

- Produced 7-figure digital and experiential music campaigns for brands such as Budweiser (BUDX), Samsung, Smirnoff, LIFEWTR, Bulldog Gin and Soundcloud, reporting to C-level executives and presenting campaign performance data.
- Oversaw multi-channel branded content and event campaigns, directing editorial, design, social, and video teams for social and digital delivery.
- Managed production budgets, timelines, invoicing, and financial reconciliation. 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

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