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*American University, School of International Service
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EDUCATION

- 2010-** American University, Washington, DC, USA
School of International Service
PhD in International Relations
Concentrations: *International Communication, Regional and Comparative Studies*
Research & Teaching Interests: *Strategic communication, place branding, public diplomacy, research methods, communication theories*
Dissertation Research: *“Making New Friends? Exploring the Power Impacts of Engagement in Public Diplomacy”*
- 2008-2010** Emerson College, Boston, MA, USA
Department of Communication Studies
MA in Communication Management
cGPA: 3.83/4.00
Master Thesis: *“Controlling the Message: A Strategic Approach to Nation Branding”*
- 2004-2008** Middle East Technical University, Ankara, TURKEY
Department of International Relations
BSc in International Relations, Minor in Sociology
cGPA: 3.83/4.00
Directed Study: *“Evolution of International Propaganda: A Historical Journey Through Conflicts”*

WORK EXPERIENCE

- 2012-** Teaching Assistant (World Politics)
current American University, School of International Service
Washington, DC, USA

- 2011-2012** Research Assistant
American University, School of International Service
Washington, DC, USA
- Assisted the assigned faculty with various teaching and research tasks.
 - Initiated a meta literature review project on public diplomacy.
 - Gathered data from online archives.
 - Designed a research project on semiotics of place branding.
- 2009-current** Co-founder & Political Communication Consultant
Turkayfe.org, Washington, DC, USA
- Launched Turkayfe.org, a web portal dedicated to the national branding of Turkey.
 - Crafted project documents and academic background for Turkayfe.org.
 - Supervised the execution of project in terms of political communication and nation branding.
 - Organized and hosted events in New York, and Washington, DC.
- 2011 (Summer)** Adjunct Instructor
2012 (Summer) American University, School of International Service
Washington, DC, USA
- Courses Taught:
- Engineering and Environmental Sustainability
 - Global Public Health
- 2010-2011** Assistant Director & Doctoral Research Fellow
COTELCO, Washington, DC, USA
- Supervised the daily operations at the research center.
 - Ensured communication among geographically distributed team members.
 - Coordinated two research teams working on decision-making, technology, culture, and transnational advocacy networks.
 - Conducted qualitative and quantitative research on perceived policy power, and the impacts of culture on decision-making processes within the context of global virtual teams.

- 2009-2011** Branding Consultant
Rediscoverosarito, Boston, MA, USA
- Created a pro-active crisis communication plan for the city of Rosarito.
 - Repositioned Rosarito and launched a branding campaign.
 - Acted as part of the consultant team for Rosarito Mayor Hugo Torres.
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- 2008-2010** Graduate Assistant
Emerson College, Boston, MA, USA
- Worked as a research assistant on ABS 2008 Election Issue
 - Participated in NCA Press 2008, IABD Press 2009, and Emerson at NCA 2009 projects.
 - Assisted in the coordination and execution of Emerson Election Project – a U.S. Department of State sponsored public diplomacy project with Indonesia.
 - Edited papers for ABS and Communication Quarterly.
 - Crafted a new senior-level course on Public Diplomacy and worked as TA during its first year.

PUBLICATIONS

Peer-reviewed

- Hayden, C. & **Sevin, E.** (2012). The Politics of Meaning and the City Brand: The Controversy over the Branding of Ankara. *Place Branding and Public Diplomacy*, 7(3), 155-164.
- Payne, G., **Sevin, E.** & Bruya, S. (2011). Grassroots 2.0: Public Diplomacy in the digital age. *Comunicacao Publica*, 6(10), 45-70.
- Sevin, E.** (2011). Thinking about place branding: Ethics of concept. *Place Branding and Public Diplomacy*, 7(3), 155-164.
- Sevin, E.**, Kimball, S., & Khalil, M. (2011). Listening to President Obama: A Short Examination of Obama's Communication Practices. *American Behavioral Scientist*, 55(6), 803-812.
- Sevin, E.** & Salcigil-White, G. (2011). Turkeyfe.org: Share Your Türksperience. *Journal of Place Management and Development*. 4(1), 80-92.

Sevin, E. (2010). See for Yourself: Rebranding Northern Baja through public diplomacy. *Exchange: The Journal of Public Diplomacy Inaugural Issue*, pp. 33-40.

Conference Proceedings

Sevin, E. (2012). Define - Visualize - Measure: Using Network Analysis in Place Branding. *In Special Edition of the International Place Branding Conference*. the Special Edition of the International Place Branding Conference, Utrecht, Netherlands, pp. 75–92.

Sevin, E. (2010). From visitors to cultural ambassadors: Public diplomacy and scholar exchange programs. In *Business Research Yearbook 2010*. Presented at the 22nd Annual Convention of International Academy of Business Disciplines, Las Vegas, NV, pp. 578 – 585.

Sevin, E. (2010). Two of the same?: Crisis communication attempts in AF447 and TK1951. In *Business Research Yearbook 2010*. Presented at the 22nd Annual Convention of International Academy of Business Disciplines, Las Vegas, NV, pp. 769 – 777.

Other

Sevin, E. (2012). Bridge No More? Turkish Public Diplomacy and Branding under the AKP Government. *e-International Relations*. Online Journal.

Payne, G. & **Sevin, E.** (2010). The Emerson election project: Reflections on the visit to the U.S. by Indonesian journalists during the 2008 presidential election. In McKinney, M.S. & Banwart, M.C. *Communication in the 2008 U.S. Election: Digital natives elect a president*. pp.313-326.

Sevin, E. (2010). Controlling the Message: A Strategic Approach to Nation Branding. LAP Saarbrücken, Germany: Lambert Academic Publishing.

PRESENTATIONS

Sevin, E. & Salcigil-White G. (March, 2012). *A New Fad or 21st Century Statecraft? Role of Social Media Networks in Place and Nation Branding*. Poster presented at TASSA 2012 Annual Conference, College Park, MD.

Sevin, E. (January, 2012). *Define - Visualize - Measure: Using Network Analysis in Place Branding*. Paper presented at the Special Edition of the International Place Branding Conference, Utrecht, Netherlands.

- Sevin, E.** (November, 2011). *Who Hears Government's Voice? A Study of Government Public Diplomacy Spending on Public Perception*. Presented at NCA's 97th Annual Conference, New Orleans, LA.
- Sevin, E.** (November, 2011). *Public Diplomacy and International Broadcasting in the 2.0 Age*. Panel Participant at NCA's 97th Annual Conference, New Orleans, LA.
- Sevin, E.** (November, 2011). *Measurement and Evaluation in Public Diplomacy: A Political Communication Approach*. Panel Participant at NCA's 97th Annual Conference, New Orleans, LA.
- Cogburn, D. & **Sevin, E.** (February, 2011). *Conceptualizing and Implementing a Virtual Graduate Institute on Disability and Public Policy for the ASEAN Region*. Paper presented at APSA 2011 Teaching and Learning Conference, Albuquerque, NM.
- Sevin, E.** & Salcigil-White, G. (January, 2011). *Turkayfe.org: Share Your Türksperience*. Paper presented at 2nd Place Branding Conference, Bogota, Colombia.
- Payne, G., **Sevin, E.** & Renedo, A. (January, 2011). *Role of Consultants and Locals in Place Branding: The Case of Rediscoverosarito (Rosarito, Mexico)*. Paper presented at 2nd Place Branding Conference, Bogota, Colombia.
- Sevin, E.** (May, 2010). *Altering the discourse of conflict in Cyprus: Recognition and resolution through public diplomacy*. Paper presented at 9th METU Conference on International Relations, Guzelyurt, TRNC.
- Sevin, E.** (April, 2010). *Two of the same?: Crisis communication attempts in AF447 and TK1951*. Paper presented at IABD's 22nd Annual Convention in Las Vegas, NV.
- Sevin, E.** (April, 2010). *From visitors to cultural ambassadors: Public diplomacy and scholar exchange programs*. Paper presented at IABD's 22nd Annual Convention in Las Vegas, NV.
- Brown, R. & **Sevin, E.** (April, 2010). *A Strategic approach to place branding for Northern Baja*. Paper presented at IABD's 22nd Annual Convention in Las Vegas, NV.
- Sevin, E.**, Payne, G., Hayden, C. & Nelson, R. (November, 2009) "Controlling the Message: A Strategic Approach to Nation Branding Processes" Presented at NCA's 95th Annual Conference, Chicago, IL.

Sevin, E. (April, 2009) "More Than A Touristic Visit: Scholar Exchanges As A Communication Method In Public Diplomacy" Presented at IABD's 21st Annual Conference, St.Louis, MI.

Sevin, E. (April, 2009). "NCA Press: The Instant Coverage of a Conference" Presented at IABD's 21st Annual Conference, St.Louis, MI.

SKILLS

Comfortable speaking in front of large crowds, grammatically correct written and verbal communication, outstanding intercultural skills, leadership, team management, ability to adapt to new organizations, sense of organizational culture, critical and analytical thinking skills, qualified to design and execute research projects, gained through academic and professional experiences.

Language Skills: English—Fluent, Turkish—Fluent, French—Working Knowledge, Polish—Beginner

Computer Skills: Basic HTML, Basis CSS, MySQL, Macromedia Dreamweaver, SPSS, nVivo, Atlas.ti, Provalis Research Suite, Oracle Applications(User), Windows OS, MAC OS, Office Applications

RESEARCH INTERESTS

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|--------------------------------|-------|---|
| Current Research | (i) | Using social and semantic network analyses to evaluate place brands, and measure the effectiveness of place branding projects |
| | (ii) | Assessing the role of soft power, and methods of soft power projection in foreign policy |
| Place/Nation Branding | (i) | Communication in place branding |
| | (ii) | Participation in place branding |
| | (iii) | Measurement of place brands |
| | (iv) | Evaluation of place branding projects |
| | (v) | Ethics and politics of place branding |
| Strategic Communication | (i) | Crisis Communication |
| | (ii) | Health Communication |
| | (iii) | Stakeholder Communication |

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**Non-traditional
Diplomacy** (i) Public diplomacy
 (ii) Soft power and decision-making

**Research
Methods** (i) Mixed-method research design
 (ii) Computer assisted qualitative data analysis
 (iii) Network analysis

AWARDS AND HONORS

AU Graduate Research Grant (2011)

Greenberg Professional Development Grant (2011)

AU SIS Travel Grant (2011, 2011)

AU SIS Dean's Fellowship Award (2010-2014)

IABD Global Communication Award (2010)

Emerson College Graduate Assistantship (2008-2010)

Emerson College Professional Development Grant (2009, 2010)

Fulbright Scholar (2008-2010)

Erasmus Exchange Program Grant (2005-2006)

Middle East Technical University High Honor Roll (8 semesters, 2004-2008)