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(Personal)

Top Skills

Music Industry

Community Development

Strategic Communications

Languages

French (Elementary)

Turkish (Native or Bilingual)

Catalan (Elementary)

Spanish (Professional Working)

English (Native or Bilingual)

Certifications

Introduction to Project Management

Music for Wellness

Publications

Designing for Good

Melissa Lara Clissold

Senior Communications Associate at ATOLYE

Istanbul

Summary

Through collaborating with others, I hope to help bring about positive social change in the world. Having been lucky enough to have an education in fields that I am passionate about, as well as live and work in several countries, I believe it is our responsibility to guide the next generation forward in order to resolve the most critical problems the world is facing. I love multidisciplinary approaches, working together with people from different backgrounds and know that true change begins within—we can only lead with our actions. Music is my greatest passion, and I love spending time in nature.

Experience

ATOLYE

Senior Communications Associate

February 2020 - Present (2 years 4 months)

Istanbul, Turkey

This role includes;

- Creating & leading several communications campaigns with clients such as Apple, Arçelik, and Yapıkredi.
- Managing all our social media channels in line with KPI's.
- Creating communication strategies in line with company OKR's.
- Creating and curating content for our newsletters and articles.
- Leading internal communications initiatives.
- Project managing Justice, Equity, Diversity & Inclusivity (JEDI) initiatives.
- Co-leading Climate initiatives; played a role in offsetting our flight and electric carbon emissions.
- Helping with the setting up of a CRM (Customer-Relationship Management) system.
- Leading monthly editorial meetings.

Jam Sessions Turkey

Co-Founder

January 2015 - Present (7 years 5 months)

Istanbul

Jam Sessions Turkey is an organisation that aims to bring musicians and music-lovers together whilst pushing for positive social change through community spirit. We organise monthly jam sessions at Kolektif House and other music events such as drum circles (percussion workshops). This project has been on hold during the coronavirus pandemic.

Previous clients include: Coca-Cola, Kolektif House, St. Joseph Highschool, Istanbul Technical University 'Arı Teknokent', and Hillside City Club Etiler.

We have previously organised a fundraiser for Musicians Without Borders on World Music Day in collaboration with Fete de la Musique in 2015 as well as a Reggae Day for families & children. We love collaborating with other local and global brands that have adopted a 'social business' model. Recently, we have also organised jam sessions for children with autism in collaboration with the Autism Association in Turkey.

Medyascope.tv

English Editor & Translator

June 2019 - January 2021 (1 year 8 months)

Istanbul, Turkey

English editing & translating of news articles and youtube videos.

The Duke of Edinburgh's International Award-Türkiye

5 years 10 months

Consultant

July 2016 - December 2018 (2 years 6 months)

Istanbul, Turkey

The Duke of Edinburgh's International Award (the Award) is the world's leading youth achievement programme for young people between the ages of 14-24 which is delivered in over 130 countries. In Turkey, it is delivered in over 110 Award Units (schools and universities) across 17 different cities. The Award aims for the self-development of young people through physical recreation, development of skills, service to community and adventurous journey camps at three different categories of Bronze, Silver and Gold. Since 2003 over 5000 participants of various categories have completed the Award in Turkey.

This role included setting up the Alumni working group in order to create a sustainable alumni Network across the country (for participants that have completed the Award) which included setting up meetings and organising

events. Finally, auditing of Award Units in order to assess delivery standards based on International quality assurance standards, which involved traveling extensively across the country.

The role further included being in charge of the roll-out of Salesforce (a customer management system). This system was needed in order to organise stakeholders, set tasks to designated staff across three offices in Ankara, Istanbul and Eskişehir by use of a shared calendar, catalogue items, create statistical reports regarding the Award Units, view donations and follow up on emails & telephone calls. Was in direct contact with the salesforce consultant in order to set the system up, organise data to be uploaded and test it. Oversaw the transition of our paper Record Book system (which kept the details of Award participants) to the new International Online Record Book system which included translation of the system, beta-testing, working with pilot schools and creating online training videos for volunteers that work with young people and the Award participants themselves.

National Director

March 2013 - June 2016 (3 years 4 months)

Istanbul, Turkey

This role included being in charge of the operations of the Award and assisting the National Board in order to create three year strategic plans and annual plans based on the vision, mission and goals of The International Award Foundation based in London. As the first National Director, I organised several events including HRH's Prince Edward's Royal Visit to Istanbul in 2015 and helped TIKAV gain a full-licence, granting TIKAV the sole rights of delivering the Award across Turkey.

Implemented quality assurance and self-assessment processes for the entire organisation based on the EFQM excellence model. Conducted risk analysis for the organisation, carried out NGO sector research to further showcase the impact of the Award on society, managed social media channels including content

development, carried out active performance management of my work colleagues and set-up capacitybuilding meetings with other National Directors from across the Europe, Mediterranean and Arab States region.

II.Lusions

Summer Camp Monitor

July 2012 - September 2012 (3 months)

Palafrugell, Catalonia, Spain.

- Working as a monitor for three summer camps which last three weeks each (children aged 7-12 years old).
- Carrying out warm-up, sports, audio-visual and cool-down activities for the children everyday alongside two other monitors.
- Going on educational and fun excursions once a week whilst teaching the children English vocabulary.

British Council

English Teaching Assistant

September 2011 - June 2012 (10 months)

Palafrugell, Catalonia, Spain.

- Working as an English language assistant in a local Catalan primary school teaching children aged 8-12 years old with class sizes being around 25 pupils.
- Preparing lessons for children with different levels and needs of English.
- Representing the UK and teaching the children about UK culture through discussing different traditions and holidays.
- Using different mediums to teach my classes through PowerPoint presentations, videos, music and creative worksheets

ICYE UK

Marketing and Recruitment Intern

March 2011 - July 2011 (5 months)

- Recruiting volunteers for our long-term programmes as well as promoting our organisation within the sector.
- Advertising voluntary positions available on different recruitment websites, liaising with careers services and taking part in recruitment fairs and information days.
- Using Social Media outlets such as Twitter, Facebook and Youtube to promote our organisation.
- Creating and editing documents, brochures, e-bulletins and posters to be used for promotional purposes.
- Updating our website using HTML code.
- Attendance at conferences such as “Communications for Fundraising” organised by Media Trust.

GoGen Ltd

Telephone Fundraiser

November 2010 - May 2011 (7 months)

- Fundraising for a variety of different charities including NSPCC, British Red Cross, Samaritans, WaterAid.
- Working on cold and upgrade campaigns, talking to hundreds of people to convince them to donate or increase a regular gift.

ERC Group Ltd

Market Researcher

June 2006 - June 2008 (2 years 1 month)

- Researching baby food in different outlets in Ankara.
- Creating an extensive Excel database with the data.
- Turkish-English translation.
- Developed my ability to work independently, manage time efficiently as well as improve my language skills.

Education

School of Oriental and African Studies, U. of London

MA Merit, Social Anthropology of Development · (2009 - 2010)

University of York

BA Hons, English and Philosophy · (2006 - 2009)

Bilkent University Preparatory School (BLISS)

International Baccalaureate · (2000 - 2006)