

Efe Sevin, Ph.D.

<https://www.linkedin.com/in/efesevin>

OBJECTIVE: Using my skills, training, and experience in higher education to bridge the gap between practice and academia.

Social sciences Ph.D. with interest in data analytics, commitment to knowledge-sharing, and subject expertise in public relations, mass media, and political communications. Advanced research training in qualitative and quantitative methods. Experience in training and managing virtual / on-site research teams.

PROFESSIONAL EXPERIENCE

Assistant Professor of Public Relations

Towson University (Towson, MD)

August 2019 – present

- Secured an internal grant to conduct an agent-based model study of city brand communication to create predictive networks and help local governments communicate more efficiently.
- Created and chaired a department-level diversity, equity, and inclusion committee to codify practices and establish a more inclusive environment.
- Supervised two graduate projects and an independent study.
- Delivered courses on social media content production, strategic communication, and research methods.

Assistant Professor of Communication and Media Studies

Reinhardt University (Waleska, GA)

August 2017 – May 2019

- Designed and executed a research project on city branding and tourism, examining the impacts of nearby regions on city brands.
- Secured an external grant for a multi-country comparative study on social media and nation branding.
- Established relations with local businesses to create internship opportunities.
- Supervised eleven capstone projects on transmedia storytelling.
- Delivered courses on strategic writing, public relations, and research methods.

Post-Doctoral Research Fellow

University of Fribourg (Switzerland)

September 2016 – March 2017

- Established an industry-university partnership with the digital communication team of the Swiss Federal Railways (SBB).
- Trained and managed a research team of four graduate students working on a research project analyzing the impacts of social media communication on nation branding.
- Delivered workshops and lectures on data gathering, data cleaning, social network analysis, and national media systems.

Assistant Professor of Public Relations

Kadir Has University (Istanbul, Turkey)

September 2014 – September 2016

- Updated the curriculum to better respond to the needs of the industry by designing new courses on advanced research methods and specialized PR functions.
- Increased the media profile of the university by offering the country's first-ever certificate course in political communication and campaign management.
- Generated external funding for multiple research projects on new media communications.
- Coached and mentored six graduate students for on-time degree completion.
- Taught courses on new media, political marketing, strategic communication, corporate communication, lobbying, and communication campaigns.

Researcher / Adjunct Instructor

American University (Washington, DC)

September 2012 – August 2014

- Introduced new cloud-based schedules and collaborations tools to ensure timely-completion of research deliverables by a team of researchers.
- Established orientation programs to get new team members familiar with research procedures more quickly.
- Conducted qualitative and quantitative research on perceived policy power within the context of global virtual teams and digital communications.
- Taught classes on development and public health.

EDUCATION

- 2014** Ph.D. in International Relations, American University (Washington, DC)
Dissertation research on strategic communication and foreign policy
- 2010** MA in Communication Management, Emerson College (Boston, MA)
Foreign Fulbright Scholar
- 2008** B.Sc. in International Relations, METU (Ankara, Turkey)

RELEVANT 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, qualified to design and execute research projects, gained through academic and professional experiences.
- Research Software: R, Gephi, SPSS, MaxQDA, Provalis Research Suite, Qualtrics, NetLogo
- Computer Skills: Windows OS, MAC OS, Office Applications, Macromedia Dreamweaver, Oracle Applications(User), Basic HTML, Basic CSS.
- Language Skills: English (fluent), Turkish (native), French (limited).
- Academic publications are available at <https://towson.academia.edu/EfeSevin>