

MIRAY KUZUCU

CREATIVE DIRECTOR | BRAND EXPERIENCE | EVENTS & HOSPITALITY

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PROFILE

Multidisciplinary Creative Director and founder with international experience across film production, fashion, visual storytelling, brand development, events and hospitality. Experienced in taking projects from concept and art direction through production, launch and day-to-day execution. Career spans Istanbul, Berlin, Milan and Seoul, combining creative thinking with hands-on project management, commercial awareness and cross-cultural collaboration.

CORE EXPERTISE

Creative Direction • Brand Strategy & Experience • Brand Activations • Event & Production Management • Art Direction • Project Development • Hospitality Operations • Visual Storytelling • Content Strategy • Guest Experience • Digital Marketing • Vendor & Contractor Coordination

PROFESSIONAL EXPERIENCE

6 ODA ALAÇATI — Founder & Managing Director

Alaçati, Türkiye | 2024–Present

- Founded and developed a boutique design hotel from the ground up, leading construction and contractor coordination, interior concept, business planning, branding, website, social media and launch.
- Delivered the full property development in approximately four months and opened in time for the summer season.
- Built a smart boutique-hotel guest journey using digital access and streamlined operations; manage HotelRunner, online distribution, pricing, reservations, guest communication and day-to-day hotel operations.
- Grew annual revenue by approximately 12% year over year while keeping price increases modest, and built a strong repeat-guest base.

MODEL DIRECTORS — In-House Photographer & Videographer / Production Director

Seoul, South Korea | 2021–2024

- Led in-house photography and video production for model portfolios, agency communications and digital channels.
- Developed and executed shoots from concept and creative direction through production and final imagery, including comp-card content for new talent.
- Contributed to art direction and the agency's overall visual presentation; managed social media content, newsletters and digital communication materials.
- Coordinated photography and video production requirements in the role of Production Director.

TOOMUCH — Co-Founder & Creative Director

Seoul / Istanbul | 2017–2025

- Co-founded and developed an independent fashion brand from concept through product, production, communication and brand experience.
- Designed collections and led product development, including fabric sourcing, material selection and garment development; supervised production and quality in Seoul.
- Led creative direction, visual identity, photography and content across brand touchpoints.
- Planned and produced brand events and physical experiences.

SONY MUSIC ENTERTAINMENT — Freelance Director / Stylist

Istanbul, Türkiye | 2016–2017

- Directed music videos and developed creative concepts and styling for artist releases.
- Selected projects include Ceylan Ertem - "Bir Erkek Yüzünden" and Burçak - "Dünya"; provided styling for Seda - "Böyle Şey".

PROFESSIONAL EXPERIENCE — CONTINUED

MIRIKKU — Independent Creative Consultant / Creative Director

International | 2015–Present

- Currently provide creative consultancy to fashion and lifestyle brands; previously worked across fashion photography, video direction, styling, visual direction and branded content.
- Developed concepts and visual narratives for editorial, fashion, music and commercial projects across Seoul, Milan and Istanbul, including Seoul Fashion Week, Milan Fashion Week and Salone del Mobile.
- Directed and produced photography and video projects from concept development through post-production.
- Selected collaborations include Dazed Korea, Missoni, Coccinelle and Sundae School.

STELLA FOUNDATION / RUOK — Creative & Marketing Support — Project-Based

Seoul, South Korea | 2017

- Produced photo and video content for RUOK events and campaign communications, and created event graphics for banners and promotional use.
- Supported marketing activities, event communication and on-site visual content production.

FILM, COMMERCIAL & TELEVISION PRODUCTION — Assistant Director / Camera Operator / Production

Assistant — Project-Based

Istanbul, Türkiye | 2007–2016

- Worked across commercials, film and television productions for Anima Film, Atlantik Film, Case Production, Superfly, Voynn, Karma Films, Soda Film, Lotus Film and other production teams.
- Coordinated production schedules, logistics, cast and crew; prepared call sheets and supported on-set timing, talent readiness and production flow.
- Worked closely with directors and Directors of Photography on visual execution and camera operations.

ANKA FILM — German–Turkish Script Translator / Production Assistant

Istanbul, Türkiye | 2007–2011

- Translated German-language film scripts into Turkish, including Fatih Akin’s “Soul Kitchen” and five scripts from the “Mord am Bosphorus” series.
- Supported project-based feature-film productions as a Production Assistant.

EDUCATION

Istituto Europeo di Design (IED), Milan — MA — Fashion Communication / Styling

2013–2014

Istanbul Bilgi University, Istanbul — BA — Cinema & Television | Minor — Advertising

2005–2009 | Thesis: 35mm short film “Telvin”

Potsdam University, Germany — Institute of Arts & Media / European Media — Exchange Student

2008

Yonsei University, Seoul — Korean Language Program — Level 2

2018

LANGUAGES & TOOLS

LANGUAGES

Turkish — Native

English — Near-native / Bilingual proficiency

German — Intermediate

Korean — Intermediate

Italian — Beginner

TOOLS

Adobe Creative Suite: Photoshop, Lightroom, Premiere Pro, Illustrator,

InDesign, After Effects

Capture One • Final Cut Pro • Midjourney • Nano Banana • HotelRunner • Wix

• Microsoft Office