Yiğit Sönmez

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Completed my U.S. work authorization period in Aug. 2025; now pursuing long-term roles in Europe, the UK, and MENA.

EDUCATION

Harvard University **May 2023**
BA; Major in Neuroscience; Minor in Arts, Film & Visual Studies *Cambridge, MA, U.S.*
- GPA: 3.94/4.0; Cum Laude; John Harvard Scholar (Dean's List) in 2019-2020 & 2020-2021; Richard Harris Gottesman Award; Foreign Language Citation in French (Advanced Language Certification)
- Captain of the Winthrop House Soccer Team (College League); DJ at WHRB 95.3 FM, performing at campus events and festivals
- Completed Harvardwood, a 3-week intensive program featuring leaders from the arts, media and entertainment industries

Columbia University **Jun. 2022 - Aug. 2022**
Study Abroad: French Studies Program at Columbia University Reid Hall *Paris, France*
- Relevant Coursework: Third Year French Grammar and Composition, History of Contemporary French Cinema

Koç High School **May 2018**
International Baccalaureate Diploma and the Turkish High School Curriculum Diploma *Istanbul, Turkey*
- Graduated as Valedictorian with Honors; GPA: 99.97/100; IB Diploma Score: 43/45; ACT: 34/36; TOEFL: 113/120

PROFESSIONAL EXPERIENCE

Memorial Sloan Kettering Cancer Center **Aug. 2024 – Aug. 2025**
Clinical Research Coordinator *New York, NY, U.S.*
- Coordinated NIH-funded, multi-site clinical studies (≈ $1.35 million total funding) in the Integrative Medicine Service, evaluating acupuncture, mindfulness, psychotherapy, and music-therapy interventions for cancer patients and survivors; managed recruitment, scheduling, and data tracking for 200+ participants in compliance with Institutional Review Board (IRB) protocols
- Conducted biomarker and behavioral analyses using SPSS, R, REDCap, and iMotions (AI-assisted facial-expression analysis) to assess treatment outcomes and inform interim reports and manuscripts
- Produced and edited recruitment videos for patient portal outreach, doubling response rates (12% to 25%) in expressed interest to participate; designed visual materials and study logos to enhance branding; streamlined data workflows during the hospital's transition to the Epic electronic medical-record system to reduce reporting delays by ~30 %

Activate Consulting **Oct. 2023 – Jul. 2024**
Business Analyst *New York, NY, U.S.*
- Advised global technology, telecom, and entertainment clients, including Fox and Verizon, on content and growth strategies; leveraged Nielsen, Comscore, and PitchBook to guide reports on market sizing, trend forecasting, and competitive benchmarking
- Conducted 10+ large-scale consumer surveys using Qualtrics (10,000 + participants) and 70 + expert interviews across multiple projects, including for a global music-streaming platform to analyze pricing sensitivities and record-label revenue dynamics
- Built a proprietary database cataloging global broadcasting rights and contract values of 200+ major sports tournaments to guide client investment decisions; contributed to the valuation of a $150 M film-asset portfolio for a global entertainment investment firm; performed due-diligence analysis on emerging infrastructure technologies to assess market viability and investor fit

L'Oréal **Dec. 2020 – Aug 2021**
Digital Marketing Intern *Remote*
- Executed the launch of the Mascara Finder tool for the L'Oréal Paris Turkey website by localizing global content; designed a survey using Qualtrics to test phrasing and question flow, and conducted A/B testing with Google Analytics prior to launch
- Assisted in digital marketing campaigns for Garnier Rose, helping prepare YouTube bumper video assets and optimize product pages for SEO using Google Ads, SEMrush, and the brand's CMS; monitored performance metrics and keyword rankings

Young Guru Academy **May 2018 – Feb. 2020**
Marketing & Product Management Intern *Istanbul, Turkey / Remote*
- Collaborated on the marketing campaign that provided 150,000+ disadvantaged children with science kits by assisting the CMO in commercial production, coordinating timelines using Trello; managed publicity and partnership outreach in the U.S.

WeWALK Smart Cane **Jun. 2019 – Aug. 2019**
Marketing & Business Development Intern *Istanbul, Turkey*
- Directed 3 testimonial videos of the smart cane for the visually impaired (TIME Magazine Best Invention - 2019), managing the full production cycle; conducted market research to identify key user narratives and campaign messaging for use within the videos

Harvard Student Agencies **Sep. 2018 – May 2019**
Design Manager *Cambridge, MA, U.S.*
- Led end-to-end brand and visual design initiatives, including logos, visual systems, websites, and marketing strategies for major on-campus businesses and programs such as The Harvard Shop, HSA Cleaners, and Harvard Distribution

CREATIVE & LEADERSHIP EXPERIENCE

Reverb **Sep. 2022 – Present**
Co-founder & Creative Director *Cambridge, MA, U.S. / Remote*
- Co-founded Harvard University's first electronic-music event and artist platform, supporting emerging DJs and producers through organizing curated performances, creative showcases, and connecting them with promoters and larger venues
- Developed the brand identity, digital presence, and marketing strategy, growing campus-wide recognition across 30+ sold-out events featuring 50+ student and guest artists, and expanding the community to 1.5K Instagram followers within one year
- Led event production, artist outreach, and promotion, coordinating sound design, venue logistics, and partnerships (with firms such as Opal and Bumble) to deliver inclusive, high-impact live experiences for audiences of up to 500 attendees per show

Öte Yer **Aug. 2024 – Present**
DJ & Music Producer & Creative Director *Brooklyn, NY, U.S.*
- Launched Öte Yer, a personal music & DJ brand specializing in vocal-driven progressive house, electro, and dance-pop, managing all aspects of brand identity, creative direction, and social media growth
- Performed across major venues and events including The Grand Boston, TCS New York City Marathon, Mr. Purple NYC, Drom NYC, Bowery Electric, Muhtelif Rooftop, and IF Performance Hall for audiences up to 2,000 people in the U.S. and Turkey

Newtown Radio **Aug. 2024 – Jun. 2025**
Radio Host & Audio Broadcast Operator *Brooklyn, NY, U.S.*
- Hosted a biweekly radio show with 1,000+ live and on-demand listeners, planning programming, track sequencing, and live transitions while engaging audiences in real time; delivered 20+ broadcast episodes
- Operated SAM Broadcaster, RadioBoss, and professional audio routing equipment to ensure high-quality live transmission

Socceroof **Nov. 2023 – Apr. 2024**
Youth Soccer Referee *Brooklyn, NY, U.S.*
- Officiated U18, U13, and U11 competitive matches at local tournaments, ensuring fair play and adherence to official game rules

Harvard College Electronic Music Collective **Sep. 2018 – May. 2021**
President & Event Organizer *Cambridge, MA, U.S.*
- Organized lectures and Q&A sessions with world-renowned producers, including Armin Van Buuren, Oliver Heldens, Paul Van Dyk, MEDUZA, and Cheat Codes, providing attendees direct insight into music production, performance, and the music business
- Coordinated with artist managers, booking agents, and record labels to secure guest appearances and partnerships

RESEARCH EXPERIENCE & PUBLICATIONS

Heart–Brain Communication: Neural Circuits Linking Cardiac and Brain Activity **Jan. 2023 – May 2023**
Project Leaders: Florian Engert, Ph.D. | Luis Hernandez-Nunez, Ph.D. *Harvard University*
- Conducted calcium-imaging experiments using Zeiss LSM 710 to investigate bidirectional brain–heart modulation in zebrafish

Cognitive Neuroscience of Sound Perception (fMRI Research) **Aug. 2022 – Jan. 2023**
Project Leader: Talia Konkle, Ph.D. *Harvard University*
- Utilized fMRI for sound perception research, applying MR physics, BOLD signal acquisition and preprocessing, and GLM analysis

Patch-Clamp Electrophysiology with CAD Cells **Jan. 2022 – May 2022**
Project Leaders: Ryan Draft, Ph.D. | Allison Girasole, Ph.D. *Harvard University*
- Performed patch-clamp electrophysiology, including current and voltage clamp, to study the electrical properties of CAD cells

X-Ray Study of Supernova Remnants and Origins of Cosmic Rays **Jan. 2016 – May 2016**
Project Leader: Mustafa Bozkurt *Boğaziçi University & Koç High School*
- Generated visual reconstructions of the supernova remnants Cas A and Tycho, using CIAO, XSPEC, and X-ray data from NASA
- Presented findings at the International Conference for Physics Students at University of Turin (2017) and Ege University (2016)

SKILLS & INTERESTS

- **Technical & Research:** Python; JavaScript; HTML; CSS; C++; OCaml; p5.js; GitHub (VCS); Continuous Integration; SPSS; R; REDCap; EPIC EMR; BrainVoyager; Patch-Clamp Electrophysiology (Current & Voltage Clamp); fMRI (BOLD, GLM); Imaging Systems (Zeiss LSM 710); CIAO; XSPEC
- **Creative & Media:** Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects); Blender; Avid Media Composer; Ableton Live; Serato DJ; Rekordbox; Audio Mixing & Mastering; Photography & Videography Workflows; Event Organization
- **Business, Marketing & Product:** Brand Development; Visual Design; Content Creation; Campaign Production; Market Research; Customer Research; Presentation Development (PowerPoint / Keynote); UX research; A/B Testing; Social Media & Digital Marketing; Project Coordination; Partner Outreach; Creative Direction; Product Positioning; Storytelling for Product Adoption
- **Languages:** Turkish (Native); English (Fluent); French (Fluent); German (Basic)
- **Interests:** DJing & Music Production; Filmmaking & Video Editing; Soccer; Weightlifting; Psychology; Cosmology
- **Directed Short Films:** *Tick* (Winner, Koç Film Festival), *Rehearsal* (Official Selection, Harvard College Film Festival), *Artisan's Asylum* (Official Selection, Harvard College Film Festival), *Pursuit* (Official Selection, NASA Film Festival)