

# Ella Csarnó

Studio & Technology Manager

**Georgetown University, Communication, Culture & Technology**, Washington, D.C. 2023–24

- **Event facilitation** – Set-up and troubleshooting of AV technology, help in event planning and production.
- **Support of student initiatives** – Worked closely with student groups to bring their ideas to life, such as the Culture Collective, the Global Media Group's meetings and first Lunar New Year party, and the revival of the Car Barn Academy.
- **Relating Systemic Design conference, 2023** – Online and in-person event production, coordination of a team of 20 CCT student volunteers. Live stream from Georgetown's on-site conference. Support of the entire 15-day online event, streamed from 12 locations.

Head of Communication, Department of International Projects

**Hangvető; Budapest, 2020–23**

- **Communication lead of international projects** – MOST, the Bridge for Balkan Music, a 4-year strategic program for 9 South East European countries. My highly culturally resonant, non-stereotypical content strategy helped overcome a plateau in recruitment: social media followers grew 90% year-over-year (2021).
- **Complete rebranding for Budapest Ritmo Festival.** The festival needed to renew the obsolete brand identity. I rewrote our bilingual copy, managed the web redesign process from planning to testing, and co-managed the visual rebranding process. The results were unprecedented record ticket sales, an increase of 250%.
- **Producer of a podcast series**, shortlisted for the national Online Video Audio Awards.

Communication and branding;

**Marom; Hungary – 2016–18**

- **Bankito Festival 2017–21** – A boutique music festival with a strong social stance. The communication team fostered a strong online community thanks to a high quality visual identity and great photos, supporting the festival's exclusive feel. Over the years I was gradually promoted from volunteer to head of photography.
- **Aurora social hub 2017–18** – Head of communication of a social enterprise, home to Budapest Pride and other NGOs. I worked with Aurora in an era of growing political threat against minorities and LGBTQ people. Thanks to my effective PR and crisis communication strategy, we launched a successful crowdfunding campaign that sustained us for the next year.

Journalism; Hungary & Taiwan – 2016–20

- **Index.hu** – Intern and later junior staff writer at the leading Hungarian national news site. Special interest in technology and society, such as the effect of social media on prostitution or child pornography.
- **Taipei Times** – Freelance submissions to the leading English-language online and print paper in Taiwan. Reported on the contemporary art fair Taipei Dangdai, published as the lead feature of the print edition, with my own photography included.

Education

**Georgetown University**, MPS candidate in Project Management, 2024;

**Georgetown University**, Graduate Certificate candidate in Lean & Agile Practices, 2024

**National Chengchi University**; Taiwan – MA in International Communication, 2018–20

**Taiwan Scholarship** and **Huayu Scholarship** Recipient 2014–15; 2018–2020

**ELTE University**; Budapest, Hungary – BA in Chinese and Italian Philology and Culture, 2018

Other skills

Adobe Suite, HTML, CSS, SPSS, Jira, Trello.

Hungarian (Fluent), Italian (Fluent), German (Intermediate), Mandarin Chinese (Intermediate), Modern Hebrew (Basic).