

SUMMARY

Dual Masters degree professional with experience in statistical data analysis for marketing applications, strategic business consultation, promotional event planning, and sales. Possesses strong academic performance.

EXPERIENCE

Baruch College Survey Research, New York, NY

Research Associate / Data Manager

June 2010 – present

- Responsible for managing large scale confidential datasets of a sensitive nature.
- Recently completed project for NYC Housing Authority (NYCHA) (n=1,620) designed to assess the quality of life and unmet needs of residents. Analyzed the data, prepared topline reports, cross-tabulations and a professional presentation for the NYCHA Board.
- Completed Survey of NYC for Institute for Children, Poverty, and Homelessness (ICPH) (n=1,014) designed to assess public awareness of family homelessness and to determine how public perceptions of citywide policies addressing homelessness have changed. Analyzed the data, prepared topline reports and cross-tabulations.
- Programmed the “Online Student Survey on Food and Housing Security and Mental Health” for CUNY Hunter College by using Qualtrics online survey software.
- Developed SPSS syntax to analyze survey data collected across all CUNY campuses (n~3000) to determine employee attitudes and satisfaction with the CUNYfirst (Fully Integrated Resources and Services Tool and for CUNY) system. Performed significance tests, comparison analysis, and produced banner reports (tabulations).

Small Business Development Center, New York, NY

Business Consultant

May 2009 – June 2010

- Developed business models for hyperlocal news through online survey data analysis. Designed an online survey for CUNY Graduate School of Journalism on “New Business Models for News” research using Qualtrics online survey software. Formulated MS Excel on aggregate survey data. The research was presented in Aspen Institute Forum on Communications and Society.
- Performed strategic consulting to small business owners on business plan, marketing, brand development, management, cash flow and financial analysis.
- Created a new Certificate Program in Entrepreneurship at Baruch College. Performed market research and cost analysis. Proposed curriculum structure and pricing model.
- Performed a comparison analysis of entrepreneurial activities in NY compared to other US cities and derived causes for disparate performance.

Permanent Mission of Turkey to the United Nations, New York, NY

Adviser

Dec 2005 – Dec 2007

- Controlled and coordinated promotional diplomatic activities of Turkey’s UN Security Council Candidacy. Promotional activities contributed to Turkey’s election to the UN Security Council as a non-permanent member by a considerable majority (151 out of 192 votes).
- Worked directly with Ambassador to coordinate General Assembly events for over 100 person delegation of high level diplomats including the Prime Minister of Turkey. Attended and monitored various UN meetings as a government representative. Prepared reports to the Turkish Ministry of Foreign Affairs reflecting the contents of the meetings and countries’ positions on various issues.

Pfizer, Inc, Istanbul, Turkey

Sales Representative

Sept 2003 – Jan 2005

- Planned and organized regular product awareness events to promote Celebrex, Zolof Aricept and Relpax.
- Increased sales of Celebrex, Zolof Aricept and Relpax by 50% in the designated region in one year through physician-client base relationship management.

EDUCATION

CUNY Baruch College, Zicklin School of Business, New York, NY

Feb 2011

MS in Quantitative Methods and Modeling

CUNY Baruch College, Zicklin School of Business, New York, NY

Feb 2009

MBA in Marketing and Finance

Bogazici University, Istanbul, Turkey

May 2003

BS in Chemical Engineering

SOFTWARE SKILLS

SAS, R, SPSS, GPSS, SQL, Microsoft Office Suite, including Excel.