

DUYGU GURLEYIK

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Education

Michigan State University

Expected graduation May 2016

Ph.D., Kinesiology – Psychosocial Aspects of Sport and Exercise Psychology

University of North Carolina at Greensboro

August 2010—May 2012

Master of Science in Kinesiology - Sport & Exercise Psychology

Relevant coursework: Sport and Exercise Psychology, Physical Activity and Health, Exercise Psychology, Applied Sport Psychology Research Methods, Statistical Methods for Kinesiology, and Thesis

Thesis: “The Effects of Cultural Differences on Motivation Goal Theory in Physical Activity Settings” directed by Dr. Jennifer Etnier

Koc University

September 2002—June 2006

Bachelor of Arts in Psychology, June 2006

Relevant Coursework: Lifespan Development, Abnormal Psychology, Human Memory, Psychology of Testing & Measurement, Social Psychology, Research Methods, Personality Theories, Culture & Behavior, Industrial & Organizational Psychology, HR Management.

Research Projects: *Effects of Birth Order of Adolescent Siblings on Differential Parental Control:* Used SPSS and a Likert Scale to analyze the data I'd collected via the survey I'd designed.

How the Narrative Styles of Turkish Mothers Differ According to Children's Gender: Team-based research project involving in-depth literature review and analysis.

Effect of the Attractiveness of Female Applicants on the Hiring Decisions of Male Managers: Self-designed project designed around surveys, field tests and control groups. Collected data and analyzed it with SPSS.

Academic Experience

Graduate Assistant at Michigan State University

August 2012—Present

Teaching in various classes

- Yoga
- Distance Running
- Aerobics
- Aerobics II
- Step Aerobics
- KIN 121 – Healthy Lifestyle

Graduate Assistant at University of North Carolina at Greensboro

August 2011—May 2012

Editorial Assistant for Journal of Aging and Physical Activity

- Revising and evaluating manuscripts under consideration.
- Verifying the format, style, structure and grammar of the submitted manuscript.
- Identifying and reporting possible problems to the editor prior to review process.
- Contacting the author to recommend revisions to manuscripts and graphics.
- Maintaining contact with authors, faculty, reviewers and staff during editing and review process.
- Tracking, copying, filing and archiving through the review stages.

Triad Nursing Department – Research Assistant

- Revising and evaluating manuscripts under consideration.
- Verifying the format, style, structure and grammar of the submitted manuscript.
- Data Entry
- Lab organization and schedule

Kinesiology Department Assistant

- Supporting staff in administrative and departmental work.
- Organizing, filing and copying necessary documents.
- Maintaining contact with faculty and staff.

Graduate Assistant at University of North Carolina at Greensboro

August 2010-May 2011

Assistant for Naspspa

- Assisted in newsletter preparation process
- Researched and prepared lists of relevant universities and institutions for conference advertising
- Contacted universities and institutions during conference advertising process
- Created online questionnaires for voting purposes

UNCG Sport & Exercise Psychology Laboratory

Aug. 2010 - May 2010

Student Researcher

- Participated in a research group created by Dr. Jennifer Etnier to design and conduct a study to investigate the cognitive demands of moderately intense exercise.

Koç University, Istanbul, Turkey
Volunteer Academic Assistant

Academic Year 2004—2005

- Tutored “Psychology 100” students prior to examinations and at other times they requested help.

Academic Awards and Scholarship

Fellowship for the Enhancement of Global Understanding 2013, MSU (\$3,500)

Summer Research Development Fellowship 2013, MSU (\$5,000)

Kinesiology Graduate Recruiting Fellowship, 2012(\$3,000) ~

The Stout Summer Research Presentation, 2012 Presented in Health and Human Performance department fair.

The Stout Summer Research Assistantship, 2011 (\$1,500) ~ Awarded to conduct pilot study of my thesis The Effects of Cultural Differences on Motivation Goal Theory in Physical Activity Settings

Etnier, J.L., Gurleyik, D., Chow, E.C., & Nara, R.J. (2011). Cognitive demands of moderately intense PA performed under various conditions. North American Society for the Psychology of Sport and Physical Activity, Burlington, VT.

Work Experience, Internships and Volunteer Activities

Foreign Market Consulting Istanbul, Turkey

October 2007—June 2010

Research Consultant

- Conducted a range of research projects for international companies planning to invest in the Turkish Market. Clients hailed from Germany, Italy, Sweden, France, Belgium, Netherlands, Great Britain and Hong Kong.
- Learned market research techniques such as market size and segmentation studies, competitor analyses, customer analyses, business partner search, distributor search, customer search and human resources.
- Established relationships with clients and facilitated the flow of data and information between clients and consultants.
- Utilized a variety of research techniques tailored to projects’ needs, incl. face-to-face and in-depth interviews and field surveys with highly specific structured questionnaires.
- Worked for the Dutch Consulate Trade Mission for two consecutive years; conducted customer and distributor search for 20 Dutch companies seeking potential Turkish partners.
- Visited more than 50 organizations including FMCG’s, NGOs, Government-owned, holding and privately held companies for in-depth interviews and surveys; established networks for further business opportunities.
- Prepared market research reports including interview transcripts and qualitative & quantitative data for sectors such as consumer goods, healthcare, industrial goods, services and technology.
- Led a team of four interns in field study; gathered and analyzed data for a competitor analyses research.

Provisao NGO, Sao Jose Dos Campos, Brazil

August 2006–May 2007

Rehabilitation Department, Assistant Psychologist

- Assisted in therapy sessions as co-psychologist; helped visually- and mentally-challenged children to meet daily needs.
- Organized panels and conferences for parents of visually- and mentally-challenged children.
- Organized sport competitions for children every month and encourage them to participate.

L’Oreal, Istanbul, Turkey

August 2005–March 2006

Part-time Marketing Intern

- Compiled statistical market results for use in presentations for promotional events and market campaigns.
- Designed structural questionnaires for customer loyalty studies and trained staff in implementing them.
- Prepared weekly sell-in and sell out reports for the department meetings.

Skills

Computer: Proficient in SPSS, Microsoft Office, Internet Explorer.

Language: Fluent in Turkish, English and French. Intermediate in Portuguese.

Interests & Activities: Member of AIESEC Istanbul, Ballet, Fitness, Pilates, Yoga, Wakeboarding, Snowboarding, Kickboxing, Scuba Diving & Distance Running.