

# DUYGU GURLEYIK

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## Education

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### 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

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### 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.