Gulsah Gurkan

Applied Statistician | Data Scientist | Quantitative Researcher

Contact

- ✉ gurkangulsah@gmail.com
- 🔗 gulsah-gurkan.com
- ⌗ @Gulsah-G
- in @GulsahGurkan
- 📍 San Francisco, CA

Skills

Technical

Quantitative research
Advanced statistical modeling
Survey design and research
Experimental design
Causal inference
Data cleaning/wrangling
Reproducible reporting

Computing

Programming: R, Python
Data access: SQL, Hive, Presto
Version control: Git
Survey platforms: Qualtrics
Specialized: SPSS, WINSTEPS, IRTPro, HLM

🗄 EXPERIENCE

Meta (formerly Facebook)

Data Scientist, Consumer Research — 📍 San Francisco, CA

January 2023 | September 2022

- Analyzed data from large-scale online experiments running globally on Meta platforms to compare ad optimizations and the impact on brand outcomes.
- Queried a large amount of data and performed a Bayesian meta-analysis.

Kaplan North America

Research Scientist / Psychometrician — 📍 Remote

August 2022 | March 2021

- Led projects to evaluate the efficacy of online test preparation products on academic and career outcomes.
- Built statistical models to analyze user behavior and communicated recommendations to product leaders for improvement.
- Developed programming to automate and streamline data processing, analysis, reporting, and data auditing procedures and save hours of manual labor.

Boston College

Research / Data Analyst — 📍 Chestnut Hill, MA

February 2021 | September 2015

- Offered consultations and tutorials to faculty and students from various departments to support statistical computing and quantitative research.
- Analyzed data and reported findings from campus-wide surveys used to monitor trends and provide feedback about various campus programs.
- Programmed data cleaning and wrangling pipelines needed for annually published internal dashboards.
- Conducted quasi-experimental studies analyzing both longitudinal and cross-sectional data using various procedures such as generalized linear models, multilevel models, cluster analysis, and inverse probability weighting.
- Performed psychometric analyses to develop and validate measurement instruments used in evaluating the effectiveness of educational interventions.
- Contributed to methodologies used in analyzing data from complex survey designs.

uAspire

Chewning Research Fellow — 📍 Remote

Summer 2020

- Designed and executed research projects to examine the impact on college access and advance program development and implementation.
- Leveraged data from multiple databases including administrative and public-use federal datasets, conducted statistical analyses and presented research findings to diverse audiences.

Summer 2019

Kaplan Test Prep

Psychometrician Intern

📍 New York, NY

- Conducted an empirical simulation study and examined the feasibility and sustainability of automated test assembly methods to create user-tailored assessment products.
- Developed an R package for automated test assembly ('**ata**' available on CRAN R repository).
- Hosted a one-day workshop for Fordham University faculty and students on automated test assembly and R ata package.

Summer 2018

New York City Department of Education

Data Analyst | Education Pioneers Summer Fellow

📍 New York, NY

- Built a dashboard to communicate the impact of a professional development program to 45 superintendents and 9 Field Support Centers in New York City.
- Developed visuals in R displaying spatial data to demonstrate participation rates in NYC districts geographically.

Summer 2017

Dublin City University

Research Associate

📍 Dublin, Ireland

- Developed and validated a scale measuring students' physical and emotional well-being.
- Conducted psychometric analyses employing factor analytic approaches and Rasch modeling.

June 2015 | June 2012

Educational Volunteers Foundation of Turkey (TEGV)

Measurement and Evaluation Specialist

📍 Istanbul, Turkey

- Designed and implemented both quantitative and qualitative research studies to determine the efficacy of more than 10 education programs across 30 cities in the underdeveloped provinces of Turkey.
- Collected, analyzed, and reported data for the purposes of organizational monitoring.

🎓 EDUCATION

2021

PhD, Measurement, Evaluation, Statistics, and Assessment

Boston College

📍 Chestnut Hill, MA

2011

BSc. & MSc., Physics (minor in Education)

Bogazici University

📍 Istanbul, Turkey

📦 SOFTWARE / STATISTICAL PACKAGES

Gurkan, G., Chajewski, M. (2020). ata: Automated test assembly. (Version 1.1.0). R software package: The R Project for Statistical Computing.

📄 SELECTED PUBLICATIONS AND CONFERENCE PRESENTATIONS

Gurkan, G., Benjamini, Y., Braun, H. (2021). Defensible inferences from a nested sequence of logistic regressions: a guide for the perplexed. *Large-scale Assessment in Education, 9*(16). doi: 10.1186/s40536-021-00111-7

Gurkan, G., von Davier, M., Braun, H. (2020). Accounting for measurement error and clustering in cross-cultural assessment data. *Presentation given at the (Virtual) International Meeting of the Psychometric Society.*