

Tara Lutman Agacayak

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Professional Profile

Unique combination of experience in data analytics, information technology, social science, business and social media. Recruited by US Department of Defense as data analyst, promoted three times in six years to information technology specialist. Independently developed online microbusiness, experienced consultant in social media and digital marketing. Professional, organized and creative; pursues intellectual activities, enjoys learning new things and staying informed of trends to get innovative results. International living experience, sensitive to complexities of global products, services and business strategies. Enjoys using data to solve problems.

- **Exemplary oral & written communication skills**; communicates difficult concepts to a wide range of audiences
 - **Strong interpersonal & collaborative skills**; effective independently and collaboratively on in-person and distributed teams
 - **Client-focused and company loyal**; wired for identifying multiple viewpoints and finding common ground
 - **Results-oriented**; adept at planning and managing project tasks to reach defined objectives, goes beyond requirements to reach objectives and solve problems
 - **Data Expertise**; experienced data analyst and data modeler, understands power of actionable insight derived from data
 - **Innovative Thinker**; trained to brainstorm alternative solutions to problems in order to reach a goal
 - **Computer Skills**: ORACLE Designer, SQL, SAS, Syncsort, VM, MVS, and TSO. Python fundamentals, some R Programming, Git, Google Analytics, SPSS, C++, PL/SQL, PL/I, and HTML.
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Bachelor of Science, Psychology

Santa Clara University

Graduated Cum Laude (GPA above 3.5), Top 10% of Class

Master of Science, Information Technology Management

US Naval Postgraduate School

Quality Point Rating 3.81

Master's Thesis: *The Analysis, Design, and Implementation of the Defense Manpower Data Center Pay Data Warehouse*, presented and published for the Annual Armed Forces Communications and Electronics Association (AFCEA) Federal Database Colloquium

Certificate, Data Science Specialization

John Hopkins University

Coursework completed: The Data Scientist's Toolbox, R Programming, Getting & Cleaning Data, Exploratory Data Analysis, Reproducible Research

Expected completion date: December 2015

Certificate, Digital Marketing

University of Illinois Urbana-Champaign

Expected completion date: December 2015

Professional Experience

[Intel](#)

2013 - present

Consumer Market Research and Intelligence

Field Associate

Shopping researcher for the Fast Moving Consumer Goods (FMCG) component of the Global New Products Database (GNPD). Research and purchase new consumer food, household, healthcare, drink and beauty products in Turkey. Translate product data from Turkish to English, write product descriptions, upload product data.

[Tea in Turkey](#), Istanbul, Turkey

2014 - present

Socio-cultural book project

Project Manager & Developmental Editor

Analyzed client requirements and developed project plan to help client achieve writing goals by deadlines. Added value by researching trends in publishing industry, building network and designing social media strategy to promote book, increase exposure and build author platform to connect with target audience and publisher. Presented new ideas to author for book content. Sped writing process from years to months to reach end goal quickly.

- [GlobalNiche](#), Istanbul, Turkey 2011-2014
Social media consulting for personal and professional development
Co-Founder and COO
 Synthesized content marketing trends and applied expertise in data analytics and social media to collaboratively design and provide [training program](#) communicating practical applications of [Web 3.0](#) concepts for the benefit of personal and professional development. Over 4,800 students enrolled in program report results including garnering book deals, job offers, research grants and increased product sales.
- [Linqto Turkiye](#), Istanbul, Turkey 2011-2012
Consulting services for live web video streaming product
Co-founder
 Conducted research, developed and implemented strategy to broaden use of startup [Linqto](#) product to a global network. Advised users on the benefits of adding the Linqto product to their social media platforms and business processes as a content marketing strategy. Conducted live and recorded events and demonstrations exposing the product to thousands of potential new users.
- [Citaras.com](#), Istanbul, Turkey 2003-2011
Online socially-responsible microbusiness
Co-founder
 Independently established online microbusiness, managed supply, distribution, marketing, customer service, logistics, finance and accounting, product development, vendor agreements. Attended leadership training to develop the work of Turkish artists, netted over \$10,000 in first Christmas sales season and donated 10% of net proceeds to charity.
- Defense Manpower Data Center ([DMDC](#)), Monterey, CA 2001 - 2002
US Department of Defense (DoD) Support Agency
Information Technology Specialist (Job Series-2210), GS-12
 Collaboratively assessed and synthesized requirements to design data model for the DoD's personnel and pay data warehouse, worked on a multi-functional team using CASE tools combined with subject matter expertise. Modernized system to significantly increase efficiency and accuracy of data requests to 20-year-old archives for the purpose of strategic analysis by high-level decision and policy makers in US Congress and Department of Defense in order to reduce report times from days/weeks to minutes/hours.
- Defense Manpower Data Center (DMDC), Monterey, CA 1999 - 2001
US Department of Defense Support Agency
Manpower Specialist (Job Series-0301), GS-11
 Managed three data files for the DoD, ensured regularity of data submissions, supervised data processing, developed expertise in data elements of the files, identified erroneous data, provided instructions for proper data element usage to analysts, managed changes in data due to modifications in laws, standards and compliance, ensured archived data available for organization-wide use resulting in reliable and efficient reporting and analytical processes required for high-level decision and policy making.
- Defense Manpower Data Center (DMDC), Monterey, CA 1995 - 1999
US Department of Defense Support Agency
Management Analyst (Job Series-0343), GS-7/11 (Recruited under the Outstanding Scholar Program)
 Assisted File Managers in receipt, processing, and archiving of DoD data, developed understanding of business processes involved in providing management information support to DoD, acted as liaison between DoD, other Federal Agencies, and external customers resulting in more efficient business processes and internal and external customer relationships.

Additional

Languages: Native English (US); Fluent Turkish; University Spanish; High School Italian; Elementary Latin

Speaking Engagements:

- [Entrepreneurship of the Self](#); talk presented to the Turkish Women's International Network
- [Presented thesis](#) at the 13th Annual International Workshop on Database and Expert System Applications
- Conducted seminar on [how to develop professional potential using social media](#)
- Offered virtual workshop explaining [how to use social media applications to build a professional web platform](#)

Achievements:

Awards

- DMDC Performance Award for Sustained Superior Performance five years in a row
- [Joint Meritorious Service Award](#) from the US Secretary of Defense
- [On the Spot Performance Award](#) for database design project
- Global Women's Leadership Network [Brainstorm Challenge Winner](#)

Leadership

- Former Vice President and member, Otter Make Money Investment Club (OMMIC)
- Former Vice President and member PSI CHI Psychology Honor Society
- Member and former Civic Involvement Committee Coordinator of the Professional American Women of Istanbul ([PAWI](#))
- Graduate and member of the Global Women's Leadership Network ([GWLN](#))