

KEMAL GUNAY

Communication Faculty
Istanbul University
+90 533 440 6366
Email: kemalgunay@gmail.com
Website: gunaykemal.com



EDUCATION

- 2018 – 2022 **Istanbul University**, Institute of Social Sciences Ph.D
Thesis topic: “Climate Crisis and Public Relations”
- 2015 – 2018 **Istanbul University**, Institute of Social Sciences
Postgraduate in Corporate Communication

WORK EXPERIENCE

- 2019 - 2022 **Istanbul University**, New Media Researcher - Scholarship
- Field of Study: Digital Media, Environmental Communication and Communication Sciences, Data Science, Political Discourse
 - Analysis Methods: Text mining & NLP; Topic Modelling (LDA, STM), Social Network Analysis, Text Clustering
 - Academic research tools: Python, RStudio, SPSS, NVivo Software
- 2021 – 2022 **Data Science & ML School**, Bootcamp Participant
- Hands-on-experience via projects; CRM Analytics; Recommendation Systems; Measurement, Regression, Classification and Time Series Problems; NLP, MS SQL, Big Data and Production Level Data Science.
- 2018 – 2019 **Istanbul Gelisim University**, Researcher
- Field of Study: Digital Media and Communication Sciences, NLP & Text Mining, Data Visualization, Machine Learning
 - Academic research through Python, RStudio, SPSS, NVivo Software

PUBLICATIONS & CONFERENCES

- [Value-Based Communication during Covid-19 pandemic: A study on the Twitter messages of Turkish Ministry of Health](#)
- [An Investigation of Candidate Leaders' Tweet Campaigns Prior to the Istanbul Metropolitan Municipal Elections Using Big Data Text Mining](#)
- [Topic Modeling Analysis Of Ngo's Twitter Postings Between 2020-2021 In Turkey Within The Context Of Climate Change Communication](#)
- [Digital Siege - Is the Internet of Things Transforming a Surveillance Tool?](#)
- [CTC 2021 3rd Communication and Technology Congress 12-14 April, Istanbul](#)
- [19th Annual International Conference on Communication and Mass Media, 10-11 May 2021, Athens, Greece](#)

TECH SKILLS

- Python, RStudio, SPSS, SQL, Docker, Hadoop, Spark, Git, Google Data Studio, Tableau

DATA SCIENCE & MACHINE LEARNING PROJECTS

- [NLP \(Text Mining, Review Modeling, Word Embeddings, Text Classification\)](#)
- [Recommendation Systems \(ARL, Collaborative Filtering, MF\)](#)
- House Price Prediction Model
- [Demand Forecasting Time Series](#)
- [CRM Analytics \(KPI, Cohort, CLTV, Segmentation\)](#)
- BG-NBD: Expected Sales Forecasting
- Gamma-Gamma: Expected Average Profit
- [RFM Analysis & Churn Analysis](#)
- Automation and Model Deployment (Flask, makefile)
- Measurement Problems (AB Testing, Sorting)

REFERENCES:

- Prof. Dr. Yesim Gucdemir
Department of Public Relations, Istanbul University
Beyazit, Istanbul
+90 532 403 2507
gucdemir@istanbul.edu.tr
- Prof. Dr. Seda Mengü
Department of Public Relations, Istanbul University
Beyazit, Istanbul
+90 533 708 4380
seda.mengu@istanbul.edu.tr
- Prof. Dr. Abdullah Ozkan
Advertising Department, Istanbul University
Beyazit, Istanbul
+90 532 739 3268
abdullahozkan@istanbul.edu.tr

PORTFOLIO

GitHub:

<https://github.com/KemalGunay>

Kaggle:

<https://www.kaggle.com/kemalgunay>

LANGUAGES: Native Turkish speaker, English-C1, German-A2, French-A2, Spanish-A2