# Aysu Dalogullari

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## **EDUCATION**

## University of Southern Mississippi

# MS in Computer Science

AUG 2023 - DEC 2024

Publication: "Designing For Diversity: Dynamic Persuasive Strategies in MHealth

App Development", BCSS 2024

## **University of Tulsa**

## BS in IT & Business Management

JUN 2019 - MAY 2023

Relevant Coursework: Data Structures & SQL
Database Management, Algorithms & Programming in Java/Python, Business Programming &
Telecommunications, Information Security,
Computer Networks, and Operating Systems

#### **PROJECTS**

# Wall Volleyball Enemy Game

Software Engineer

Developed a web game using HTML, JavaScript, and CSS, featuring canvas functionality, game mechanics, player controls, enemies, and scoring. (GitHub)

## **Inventory Management System**

Software Engineer

Web-based Java inventory management. Utilized HTML, JavaScript, CSS for frontend and MySQL for data storage. Integrated Java backend with Spring Boot.

## **LEADERSHIP**

#### D1 Student-Athlete & Turkish National Team

- Highest Team GPA in 2019-2021
- 4 American and 1 Sunbelt Academic Honors
- European Championship Award
- Sportsmanship and Leadership Award

#### **EXPERIENCE**

#### University of Southern Mississippi

Research Assistant | AUG 2023 - DEC 2024

- Researched Persuasive System Design and Behavior Change for a mobile health app, securing dissertation committee publication.
- Collaborated with product and engineering teams for web app development, achieving a 62% efficiency increase in meeting deadlines.
- Led collaborative research between Computer Science and Nursing, innovating cognitive development tech via thorough data analysis and user research.

#### **FINN Partners**

Public Relations Intern I MAY 2023 - AUG 2023

- Authored impactful articles for prominent newspapers like Observer, boosting brand visibility by 30% and showcasing strong writing skills and narrative flair.
- Crafted compelling press materials and maintained communication with diverse media outlets, optimizing coverage and increasing media engagement by 40%.
- Assisted in creating client communications, including press releases and media pitches, ensuring strategic messaging alignment and driving a 25% increase in client response rates.

#### The Plug Drink

Sales Representative Intern I MAY 2023 - AUG 2023

- Orchestrated **cross-departmental collaboration** at The Plug Drink startup, propelling local sales initiatives forward.
- Devised and executed strategies to pitch The Plug Drink product to local businesses, yielding a 20% surge in client acquisition.
- Conducted targeted market research to identify potential clients and tailored sales pitches accordingly, optimizing client engagement and conversion rates.

## Oasis Markets Tulsa

Consultant I JAN 2023 - MAY 2023

- Conducted client meetings to tailor strategic plans, boosting satisfaction by 25% with local influencers.
- Implemented marketing monitoring system, driving 15%
   performance improvement and 20% reach increase via usergenerated content.

#### **SOFTWARE**