

# Zeynep Sude Demir

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## EDUCATION

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### University of Amsterdam

Master of Science, Psychology (Behavioral Data Science) | GPA 8.5/10

Amsterdam, NL

Sep 2025 - Aug 2026

- Focus on machine learning, big data analytics, and data visualization

### University of Amsterdam

Master of Science, Business Administration (Consumer Marketing) | GPA 8/10

Amsterdam, NL

Sep 2025 - Aug 2026

- Following courses such as Consumer Behavior and Marketing Research

### University of Amsterdam

Bachelor of Science, Psychology | GPA 8/10

Amsterdam, NL

Sep 2022 - Aug 2025

- Major in Brain & Cognition, Minor in Behavioral Data Science

### Saint-Joseph French High School

High School Diploma | GPA 91.55/100

Istanbul, TR

Sep 2017 - July 2022

## SKILLS

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**Research:** literature search, web scraping, SEO/GEO, quantitative/qualitative research

**Analysis:** machine learning, big data analytics, Bayesian inference, network analysis, psychometrics

**Tools:** Python, R Studio, SQL, Power BI, Excel, SPSS, JASP

**Language:** Turkish (Native), English (Bilingual), French (Professional), Dutch (Beginner)

**Soft Skills:** curious, good communication skills, analytical mindset, proactive

## EXTRACURRICULAR

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**SUNPO** | inter-high school social entrepreneurship community

2019 - 2021

- As part of the executive team, I conducted workshops related to social entrepreneurship

**AISO** | Artificial Intelligence Student Organization

2025 - Present

- As a member of AISO, I participate in AISO talks where AI experts discuss latest developments in AI

**Case Competition** | Two-day event organized by Amsterdam Consultancy Group

April 2026

- Developed data-driven branding strategies with my team to help De Bijenkorf better connect with Gen Z audiences

**EdAptiv Lab** | An interuniversity alliance of edtech researchers

April 2026 - Present

- Participating in Adaptiv lab meetings, where researchers present and discuss advancements in educational technology

## Experience

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### Prowise Learn

Jan 2026 - Present

- Conducting my master's thesis on dropout behavior in computerized adaptive learning systems
- Applying machine learning models to identify students at risk of dropout

### De Innovatiespotter | UX & Data Intern

Jan 2026 - Present

- Analyzed user engagement and web analytics data to improve digital user experience and online performance
- Worked on SEO and GEO projects to enhance online visibility and AI-driven discoverability
- Created dashboards and visualizations for clients to support data-informed decision-making

### Prowise | Data Analytics Consultant

Jan 2026

- Conducted a UX research project and analyzed student and teacher engagement data of the online learning platform

### Algebrakit | Data Analytics Consultant

Oct 2025

- Analyzed user engagement of an online learning platform and developed a subject-level difficulty index

### Prowise | Data Visualization Project

Oct 2025

- In the online learning platform, created a dashboard highlighting the most significant metrics of feedback looking time