Mirza Mujanović

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in MirzaMujanovic

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Education

09/2019 — 09/2021	**Vienna University of Economics and Business, Marketing,** *Master of Science* • Language of instruction: English • #10 ranked on QS Masters in Marketing Rankings (2019) • Current GPA: 1.3	Vienna, Austria
09/2019 — 06/2020	**Vienna University of Economics and Business, CEE Master Class** • Central and Eastern Europe Master Class • 5 additional courses focused on business in the CEE region	Vienna, Austria
09/2015 — 07/2019	**Vienna University of Economics and Business, Business administration,** *Bachelor of Science* • Language of instruction: German • GPA: 1.9 • Specialization: **"International Marketing Management" and "Service & Digital Marketing"**	Vienna, Austria
09/2014 — 09/2015	**Faculty of Economics at University of Tuzla** • Student representative of the first-year students for the cohort 2014/2015	Tuzla, B & H
09/2010 — 07/2014	**Gymnasium "Meša Selimović" Tuzla**	Tuzla, B & H

Professional Experience

02/2020 — 01/2021	**Vienna University of Economics and Business,** *eAssistant* (Institute for Social Media and Interactive Marketing) • Creation of Rmarkdown files for learning support • Development of R Shiny Apps • Writing introductory chapter to hands-on machine learning in R	Vienna, Austria
09/2020 — 12/2020	**Vienna University of Economics and Business,** *Teaching Assistant at the Institute for Social Media and Interactive Marketing* • Executing supportive tasks concerning the preparation of lectures. • Providing support to students in the master course **"Market Research Design and Analysis"** in conducting a research and its analysis in R.	Vienna, Austria
08/2020 — 11/2020	**Vienna University of Economics and Business,** *Teaching Assistant at the Institute for Social Media and Interactive Marketing* • Executing supportive tasks concerning the preparation of lectures. • Providing support to students in the bachelor course **"Market Research"**.	Vienna, Austria
07/2020 — 08/2020	**Coca Cola HBC Adria,** *Intern* • Participation in the program "Coke Summership 2020" • Coke Summership is a unique internship program aims to provide an opportunity to graduates to gain practical experience and business skills in a highly professional environment.	Sarajevo, Bosnia and Herzegovina
07/2019 — 09/2019	**Drope BnB (Athens, Greece),** *Marketing Assistant* • Optimization of 87 listings' content and creation of new listings on operating channels. • Text analysis (text mining in R) of the guests' reviews from AirBnB & Booking.com • Customer targeting on Facebook Ads and Google Ads	Athens, Greece
04/2019 — 07/2019	**Just Say It Sonny!,** *Social Media Manager* • Development of the content plan for Facebook and Instagram and content creation • Instagram account management	

Organisations

04/2020 — present	**CO2mustGo,** *Data Visualisation and Analysis*	Vienna, Austria
07/2018 — 09/2019	**AIESEC in Austria,** *Internal Financial Auditor*	Vienna, Austria
02/2019 — 07/2019	**AIESEC in Austria - Vienna WU,** *Finance Manager*	Vienna, Austria
02/2018 — 02/2019	**AIESEC in Austria - Vienna WU,** *Vice-president Finance and Legal*	Vienna, Austria
07/2017 — 02/2018	**AIESEC in Austria,** *Social Media Manager*	Vienna, Austria
01/2017 — 01/2018	**AIESEC in Austria - Vienna WU,** *Key Account Manager*	Vienna, Austria

Projects

Youth Speak Forum '19, *Partnership servicing (Coca-Cola HBC Österreich)*

Pioneers Conference '19, *Ventures Support*

Entrepreneurship Avenue 19, *Volunteer staff*

Languages

German ● ● ● ● ○   **English** ● ● ● ● ○
Österreichisches Sprachdiplom Deutsch

Bosnian ● ● ● ● ●

Certificates

''Certified Marketeer Level 1" by General Assembly ⧉ *(Test of competence in execution, analytics, insights, creative development, and platforms in digital marketing.)*

"Train the Marketers" by AIESEC International *(Workshop on skills in storytelling, videography, photography, and blog writing.)*

AIESEC Leadership Certificate *(Certificate for successful completion of AIESEC Leadership Development Experience.)*

Google Ads Search Certification ⧉ *(Completion ID: 45117970)*

Enterprise Resource Planning with SAP S/4HANA (TS410) ⧉ *(Completion ID: 2220503)*

Skills

Excel	● ● ● ● ○		**Tableu**	● ● ● ○ ○
Inferential statistics in "R"	● ● ● ○ ○		**Adobe Illustrator**	● ● ● ○ ○
Facebook Ads Manager	● ● ● ○ ○		**R Shiny**	● ● ○ ○ ○
Text mining in "R"	● ● ● ○ ○			