Mirza Mujanović

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🔗 Personal website

🎓 Education

Master of Science, *Vienna University of Economics and Business, Marketing*
09-2019 – 09-2021 | Vienna, Austria
- Language of instruction: English
- **Cum laude** graduation

Master Class "Business in Central and Eastern Europe", *Vienna University of Economics and Business, Master Class*
09-2019 – 06-2020 | Vienna, Austria
- 5 additional courses focused on business in the CEE region

Bachelor of Science, *Vienna University of Economics and Business, Business administration*
09-2015 – 07-2019 | Vienna, Austria
- Language of instruction: German
- Specialization: "International Marketing Management" and "Service & Digital Marketing"

🏢 Organizations

AIESEC Alumni Europe, *Vice President Finance*
10-2023 – present

AIESEC in Austria,
Vice President - Business Analytics
01-2017 – 09-2019 | Vienna, Austria

🔧 Certificates

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

Predicting Card Fraud with R ⊡
University of North Texas

💬 Software

R	▬▬▬▬▬▬▭
SQL / Big Query	▬▬▬▬▬▬▭
Google Ad Manager	▬▬▬▬▬▭▭
Excel	▬▬▬▬▬▭▭
R Shiny	▬▬▬▬▭▭▭
Tableau	▬▬▬▬▭▭▭
Looker Studio	▬▬▬▭▭▭▭
Python	▬▬▬▭▭▭▭

💼 Professional Experience

Marketing Campaign Manager, *UltB* ⊡
11-2023 – present | Berlin, Germany
In the first 8 months:
- Run mass email outreach campaigns for **18 clients** from diverse industries (IT, SaaS, Finance, and Marketing Agencies)
- Brought 4 deals with a total value of **50k+ $** for clients via cold email outreach
- Developed internal **Looker Studio dashboards** for campaign performance reporting
- Developed use cases and **enriched data** collected about leads
- Developed **ChatGPT Bot** for writing personalised emails for mass outreach

Marketing Analyst, *Callosum Software GmbH* ⊡
06-2021 – 08-2023 | Berlin, Germany
- Leveraged analytics by monitoring **200+ KPIs**, ensuring product success and customer satisfaction.
- Partnered with diverse teams to drive a **15x revenue boost** through strategic product upgrades
- Strengthened relationships with **10+ ad tech leaders**, ensuring smoother operations and resulting in optimized ad experiences.
- Championed **A/B testing** resulting in superior customer engagement
- Orchestrated and facilitated **50+ customer interviews**, capturing invaluable feedback to adapt and uplift product offerings to meet user needs
- Utilized data analysis tools: **Excel, Tableau, and SQL** to provide actionable insights.
- Proficient in **Google Ad Manager**, in programmatic advertising deals with diverse advertisers, optimizing in-app promotions.

Teaching Assistant, *Institute for Service Marketing and Tourism (Vienna WU)*
02-2020 – 07-2021 | Vienna, Austria
- Guided students through data-driven Customer-Centricity Simulation. ⊡
- Actively contributed to analytical projects on **GitHub**, showcasing real-world data expertise.
- Crafted R-Markdown files to streamline **data visualization.**
- Developed interactive **R Shiny Apps**, translating complex data into actionable insights for users.
- Led the upgrade and continuous maintenance of the **Marketing Research Design & Analysis** 2021, showcasing a commitment to data transparency and collaboration.

Data Analyst Intern, *Coca Cola HBC Adria*
07-2020 – 08-2020 | Sarajevo, Bosnia and Herzegovina
- Spearheaded a pivotal project on **'Consumer Behavior: Impact of Coronavirus on E-commerce in the FMCG industry'** ⊡ , diving deep into data-driven insights
- Analyzed purchasing trends and behaviours in the face of a global pandemic, understanding the shifting dynamics of the FMCG sector

Marketing Assistant, *Drope BnB (Athens, Greece)*
07-2019 – 09-2019 | Athens, Greece
- Curated and communicated **about 87 listings** with potential renters, enhancing content across major channels for optimal visibility and engagement.
- Analyzed guest reviews from AirBnB & Booking.com using advanced text mining in R, extracting key insights to elevate customer experience.
- Executed targeted campaigns on Facebook and Google Ads, utilizing data analytics for precise audience reach.

🌐 Languages

German
Österreichisches Sprachdiplom Deutsch
● ● ● ● ○

English
● ● ● ● ○

Bosnian
● ● ● ● ●