Mirza Mujanović

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in Mirza Mujanovic
↖ Personal website

🎓 Education

Vienna University of Economics and Business, Marketing,
Master of Science
09-2019 – 09-2021 | Vienna, Austria
- Language of instruction: English
- Current GPA: 1.3

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

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

Faculty of Economics at University of Tuzla
09-2014 – 09-2015 | Tuzla, B & H
- Two semesters completed.

🏠 Organizations

CO2mustGo, *Data Visualisation and Analysis*
04-2020 – 06-2020 | Vienna, Austria
- ***Twitter Data Analysis and Visualisation*** ⬏

AIESEC in Austria, *Internal Financial Auditor*
07-2018 – 09-2019 | Vienna, Austria

AIESEC in Austria - Vienna WU,
Finance Manager & Vice-president Business Analytics
02-2019 – 07-2019 | Vienna, Austria

AIESEC in Austria, *Social Media Manager*
07-2017 – 02-2018 | Vienna, Austria

AIESEC in Austria - Vienna WU, *Key Account Manager*
01-2017 – 01-2018 | Vienna, Austria

📇 Certificates

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

"Certified Marketeer Level 1" by L'OREAL ⬏
Test of competence in digital marketing.

Excel and Business Intelligence Skills for Business Professionals

💼 Professional Experience

Data Analyst, *Tellonym (Callosum Software GmbH)*
06-2021 – present | Berlin, Germany
- Design and implementation of relevant events, monitoring over 200 user & monetization-related KPIs
- Analyzing and interpreting product key performance indicators to identify trends, patterns, and insights that inform product strategy and development of new app features
- Collaborating with product managers and developers to define and prioritize analytics goals and objectives
- Collecting and organizing data from various sources, such as Google Ad Manager, RevenueCat, SuperSet, and Ruby.
- Analyzing product and revenue stream data using tools such as Excel, SQL, R, and Tableau to identify trends, patterns, and insights
- Developing dashboards and reports to communicate data insights

Teaching Assistant at the Institute for Service Marketing and Tourism, *Vienna University of Economics and Business*
02-2021 – 07-2021 | Vienna, Austria
- Executing supportive tasks concerning the preparation of lectures.
- Mentoring and helping students during Customer-Centricity Simulation. ⬏
- Contributing to projects on GitHub.

eAssistant, *Vienna University of Economics and Business*
02-2020 – 01-2021 | Vienna, Austria
- Creation of Rmarkdown files for learning support
- Development of R Shiny Apps
- Upgrade and maintenance of the GitHub Page: **LINK** ⬏

Teaching Assistant at the Institute for Social Media and Interactive Marketing, *Vienna University of Economics and Business*
09-2020 – 12-2020 | Vienna, Austria
- 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.

Teaching Assistant at the Institute for Social Media and Interactive Marketing, *Vienna University of Economics and Business*
08-2020 – 11-2020 | Vienna, Austria
- Executing supportive tasks concerning the preparation of lectures.
- Providing support to students in the bachelor course "Market Research".

Intern, *Coca Cola HBC Adria*
07-2020 – 08-2020 | Sarajevo, Bosnia and Herzegovina
- Worked on a market research project related to e-commerce situation during COVID in Bosnia.

Marketing Assistant, *Drope BnB (Athens, Greece)*
07-2019 – 09-2019 | Athens, Greece
- 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

Social Media Manager, *Just Say It Sonny!*
04-2019 – 07-2019
- Development of the content plan for Facebook and Instagram and content creation
- Instagram account management

🌐 Languages

German
Österreichisches Sprachdiplom Deutsch
● ● ● ● ○

English
● ● ● ● ○

Bosnian
● ● ● ● ●