

# Arda Dylan Unal

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## OBJECTIVE

Recent graduate with a Bachelor of Science in Marketing from Penn State's Smeal College of Business. Eager to leverage strong analytical, marketing, and project management skills in a dynamic marketing or financial analyst role. Looking to contribute to an innovative company where I can apply data-driven insights and creative strategies to support business growth and customer engagement.

## EDUCATION

### The Pennsylvania State University

*Smeal College of Business*

Bachelor of Science in Marketing

Minor in Horticulture

**University Park, PA**

*May 2024*

Major GPA: 3.77/4.0 | Overall GPA: 3.67/4.0

Dean's List 7/8 semesters

## CERTIFICATIONS

### Meta Certified Marketing Science Professional

*Meta*

*September 2024 – September 2025*

[https://www.credly.com/badges/fca25cba-d08a-43c7-b370-33982c662ac0/linked\\_in\\_profile](https://www.credly.com/badges/fca25cba-d08a-43c7-b370-33982c662ac0/linked_in_profile)

### Meta Marketing Analyst Professional Certificate

*Coursera and Meta*

*September 2024*

<https://coursera.org/share/a9206c41776041dc927e6492900036e9>

## SKILLS

- Marketing & Analytics Tools: Google Analytics, Meta Ads Manager, SPSS, Tableau, Microsoft Office Suite
- Financial & Data Analysis: Market Trend Analysis, SQL, Python, Bloomberg Terminal, Excel
- Leadership & Project Management: Team Leadership, Agile Methodologies, Project Planning

## PROFESSIONAL EXPERIENCE

### The Pennsylvania State University

*IT Help Desk Supervisor*

**University Park, PA**

*June 2021 – May 2024*

- Managed a team of four consultants, leading to reduction in ticket resolution times by optimizing support procedures and ensuring adherence to quality standards.
- Trained and mentored new hires, boosting team productivity and maintaining an efficient support desk environment.
- Diagnosed and resolved complex hardware and software issues for students and faculty, contributing to high user satisfaction.
- Delivered multi-channel customer service (email, phone, in-person) while successfully balancing academic responsibilities, maintaining a high level of performance.

### Bull Bear Investment Management

*Financial Analyst Intern*

**Reston, VA**

*June 2021 – August 2021*

- Conducted comprehensive financial analysis, including key performance indicators (KPIs) and operational metrics, to support high-stakes trade decisions.
- Developed data-driven financial reports and visualizations using Excel, improving strategic clarity for senior management.
- Leveraged Bloomberg Terminal to extract and interpret real-time market data, contributing to strategic investment recommendations.
- Collaborated with senior analysts to perform in-depth market trend analysis and financial modeling, resulting in more informed investment discussions.

## VOLUNTEER EXPERIENCE

### State College Motorcycle Group

*Coordinator*

**State College, PA**

*August 2022 –PRESENT*

- Organized and executed weekly rides and special events for 200+ members, increasing event attendance through effective planning and engagement.

- Founded an off-roading subgroup, expanding the group's offerings and driving higher member engagement and diversity of activities
- Fostered a welcoming, inclusive environment, enhancing the community experience and facilitating stronger relationships among members.

## **PROJECTS**

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### **Marketing Research and Analysis of Harley Davidson**

**MKTG 330 & 450W**

- Conducted a comprehensive analysis of Harley Davidson's marketing strategies, focusing on brand identity, community engagement, and alignment with cultural values.
- Developed a forward-thinking marketing plan based on industry trends and insights, proposing new strategies for market expansion.

### **Research and Analysis of Customer Satisfaction on State College Bars**

**MKTG 474**

- Designed and administered a customer satisfaction survey, comparing results between competing local bars.
- Utilized an importance-performance map to present a new marketing strategy for Champs, enhancing customer retention and experience.