Arda Dylan Unal

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EDUCATION

University of Virginia   **Charlottesville, VA**
School of Data Science   *Expected Graduation: August 2026*
M.S. in Data Science

The Pennsylvania State University   **University Park, PA**
Smeal College of Business   *May 2024*
B.S. in Marketing   Major GPA: 3.77/4.00 | Overall GPA: 3.67/4.00
                                                                                                                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

Meta Marketing Analyst Professional Certificate

Coursera and Meta   *September 2024*
   https://coursera.org/share/a9206c41776041dc927e6492900036e9

EXPERIENCE

St. Michael's Inc.   **Woodbridge, VA**
Business Development Intern   *October 2024 - Present*
- Develop detailed analyses and strategic recommendations to optimize St. Michael's website, focusing on enhancing user experience, accessibility, and functionality.
- Lead the integration of Pipedrive CRM with SAM.gov, streamlining data management processes and improving operational workflows to drive business development initiatives.
- Quantifying financial losses, broken down by: revenue loss during company recruiting phase, revenue loss during government processing phase, and total opportunity cost from position vacancy
- Conduct in-depth market research and opportunity assessments using federal acquisition platforms, including SAM.gov and FPDS, to identify high-value business opportunities.
- Support proposal development by curating and formatting candidate profiles, refining content, and ensuring the timely production of deliverables for the Proposal Operations team.

MedStar-Georgetown AI Collaborative   **Washington, D.C.**
Data Science Intern   *September 2024 - Present*
- Ensure the accuracy and applicability of synthetic data by validating it against real-world datasets, facilitating advanced research on opioid use and associated comorbidities.
- Conduct comprehensive data analysis to identify patterns and trends, contributing actionable insights to support health interventions and public health strategies.
- Spearhead ongoing research efforts, leveraging expertise in data modeling and statistical analysis to address critical health challenges related to opioid use.

The Pennsylvania State University   **University Park, PA**
IT Consultant Supervisor   *June 2021 - May 2024*
- Supervised a team of four consultants to ensure adherence to established procedures
- Trained new employees in job-specific tasks and continuously evaluate their performance to maintain a well-functioning support desk
- Specialized in resolving computer hardware problems and providing software support and general diagnostics for students and faculty

- Delivered timely and effective customer service through multiple communication channels while maintaining a full-time course workload.

Bull Bear Investment Management   **Reston, VA**

Financial Analyst Intern   *June 2021 – August 2021*
- Analyzed financial and operational performance of companies to support trade decisions
- Designed and developed data visualizations, including charts and graphs in Excel, for inclusion in the book "Fake Money Real Danger" by Robert A. Wiedemer and co-authors.
- Gained proficiency in the Bloomberg Terminal for market data extraction and analysis.

State College Motorcycle Group   **State College, PA**

Coordinator   *August 2022 - Present*
- Planned and organize special events and weekly group rides for more than 200 members in the Centre County area
- Fostered a welcoming community by creating an environment where all members could enjoy motorcycle riding together.
- Founded a subgroup focused on off-roading, expanding the group's activities and member engagement.

PROJECTS

Analysis and Predictive Modeling of Healthcare Data for Opioid Use Impacts   **Medstar AICoLab**
- Conducted statistical analysis to identify key risk factors and long-term health effects and developed visualizations and reports to communicate findings to healthcare stakeholders

Research and Analysis of Customer Satisfaction on State College Bars   **MKTG 474**
- Designed and administered a customer satisfaction survey; assessed results and benchmarked them against two competing bars.

Marketing Research and Analysis of Harley Davidson   **MKTG 330 & 450W**
- Presented a comprehensive analysis of Harley Davidson's past and present marketing strategies, including their brand community, personality, and cultural values.
- Developed a marketing plan based on research findings and industry trends.

SKILLS,
SQL, Tableau, Python, SPSS, Excel, Google Analytics, Meta Ads Manager, A/B Testing, Lift Tests, Project Management, Microsoft Office Suite, Pipedrive CRM