

Arda Dylan Unal

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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

Meta Marketing Analyst Professional Certificate

Coursera and Meta

September 2024

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

EXPERIENCE

ST. Michael's

Business Development Intern

Woodbridge, VA

October 2024 – Present

- Composed a comprehensive report detailing recommendations for improvements to St. Michael's website, providing suggestions for enhancing user experience and functionality.
- Managed the integration of Pipedrive CRM with SAM.gov, overseeing user data inputs and ensuring a smooth transition to the new CRM to enhance business development and operational efficiency.
- Perform market research and opportunity identification using government resources, including SAM.gov and FPDS, to support strategic decision-making for new business development opportunities.
- Assist in proposal development by formatting and reviewing resumes, conducting light editing, and helping the Proposal Operations team with production tasks.
- Maintain a high level of organization and time management while handling multiple tasks in a fast-paced, deadline-driven environment.

MedStar-Georgetown AI Collaborative

IT Consultant Supervisor

Washington, D.C.

September 2024 - Present

- Validated synthetic data to ensure its accuracy and reliability for research purposes, comparing it against real-world datasets to assess its applicability in modeling opioid use and comorbidities.
- Conduct ongoing research focused on opioid use and related comorbidities, analyzing large datasets to identify trends and contribute to health interventions.

The Pennsylvania State University

IT Consultant Supervisor

University Park, PA

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

Financial Analyst Intern

Reston, VA

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

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.

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.
- Presented a new marketing strategy for Champs, a local bar using an importance-performance map

SKILLS, INTERESTS, LANGUAGES

SQL, Tableau, Python, SPSS, Excel, Google Analytics, Meta Ads Manager, A/B Testing, Lift Tests, Project Management, Microsoft Office Suite, Motorcycling, Fishing, Outdoors, Turkish