

# Arda Dylan Unal

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## EDUCATION

### The Pennsylvania State University

*Smeal College of Business*

Bachelor of Science in Marketing

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>

## EXPERIENCE

### ST. Michael's

*Business Development Intern*

Woodbridge, VA

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.
- 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.
- Manage competing priorities in a dynamic, deadline-driven environment, demonstrating strong organizational and time-management skills.

### MedStar-Georgetown AI Collaborative

*Data Science Intern*

Washington, D.C.

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

*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**

**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**

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### **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,**

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

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