

Talha Uddin

Personal Background

015757141876

talhauddin@outlook.de

Egerstraße 27a 63110 Rodgau

Hobbies

Reading
Design
Sports

Languages

German	█████	Hindi	███
English	█████	Gujrati	█████
Bengali	█████	French	███

Educational Background

Goethe University Frankfurt

B.S.C. ECONOMIC SCIENCE

FOCUS ON MANAGEMENT & MARKETING

BACHELOR THESIS: PERFORMATIVITY & IDENTITY CONSTRUCTION

Rotterdam School of Management

M.S.C. MARKETING MANAGEMENT

FOCUS ON DIGITAL & BRAND MARKETING

MASTER THESIS: CONSUMING TO BE DIFFERENT – DOES CONSUMERS' NEED FOR UNIQUENESS PREDICT BRAND LOYALTY FOR SELF-EXPRESSIVE BRANDS?

Practical Background



OKT 2020 - APR 2021

Munich, Germany

Internship Brand Marketing

Developed and executed own project (Disney Kindergarten Price 2021)

Script and storyboard development for nationwide TV ad (Disney Princess Campaign 2021)

Worked on campaigns to shift/maintain brand images on all Disney franchises



OKT 2021 - MAR 2022

Schwalbach, Germany

Internship Retail Marketing

Mobile & IT Marketing

Worked on creative development of new flagship launch in retail space

Development and execution of product marketing campaigns



SEP 2022 - AUG 2023

Hamburg, Germany

Working student Performance Marketing

Product & Search Campaigns

Weekly reports of campaign performances for both internal and external partners

Creation and steering of Google Ads Campaigns



SEP 2023 - CURRENT

Offenbach, Germany

Marketing Manager

E-Commerce Marketing (Amazon, Ebay, Website)

Development of own Customer Tracking and Invoicing Software

Achieved a sales increase of 50% since joined