

# 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.SC. ECONOMIC SCIENCE

FOCUS ON MANAGEMENT & MARKETING

BACHELOR THESIS: PERFORMATIVITY & IDENTITY  
CONSTRUCTION

### Rotterdam School of Management

M.SC. 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