



# Mirza Mujanović *Master of Science*

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🌐 Mirza Mujanovic

🔗 Personal website

## 🎓 Education

**Master of Science**, *Vienna University of Economics and Business, Marketing*

09-2019 – 09-2021

- Language of instruction: English
- **Cum laude** graduation

Vienna, Austria

**Master Class "Business in Central and Eastern Europe"**, *Vienna University of Economics and Business, Master Class*

09-2019 – 06-2020

- 5 additional courses focused on business in the CEE region

Vienna, Austria

**Bachelor of Science**, *Vienna University of Economics and Business, Business administration*

09-2015 – 07-2019

- Language of instruction: German
- Specialization: "International Marketing Management" and "Service & Digital Marketing"

Vienna, Austria

## 🏢 Work Experience

**Senior Strategy & Campaign Manager**, *UltB* 📍

11-2023 – present

- Executed data-driven email outreach campaigns for **20+ clients** in IT, SaaS, Finance, and Marketing.
- Developed a custom **ChatGPT-based bot** to generate personalized email content, improving efficiency and engagement rates.
- Integrated a data warehouse with **Looker Studio** via **Panoply (BigQuery-based)**, enabling automated campaign dashboards for real-time tracking and insights.
- **Analysed campaign performance metrics** (e.g., open rates, reply rates, and conversion rates) to inform strategy adjustments and optimize ROI for clients.
- Partnered with teams to align data insights with marketing goals for measurable impact.

Berlin, Germany

**Data Analyst (Revenue & Product)**, *Callosum Software GmbH* 📍

06-2021 – 08-2023

- Leveraged analytics by monitoring **200+ KPIs**, ensuring product success and customer satisfaction.
- Partnered with diverse teams to drive a **15x revenue boost** through strategic product upgrades
- Strengthened relationships with **10+ ad tech leaders**, ensuring smoother operations and resulting in optimized ad experiences.
- Championed **A/B testing** resulting in superior customer engagement
- Orchestrated and facilitated **50+ customer interviews**, capturing invaluable feedback to adapt and uplift product offerings to meet user needs
- Utilized data analysis tools: **Excel, Tableau, and SQL** to provide actionable insights.
- Managed **App Store Optimisation (ASO)** for iOS and Android apps, including keyword research, metadata optimisation, visual enhancements, and A/B testing to improve discoverability and conversion rates.
- Proficient in **Google Ad Manager**, in programmatic advertising deals with diverse advertisers, optimizing in-app promotions.

Berlin, Germany

**Teaching Assistant**, *Institute for Service Marketing and Tourism (Vienna WU)*

02-2020 – 07-2021

- Guided students through data-driven Customer-Centricity Simulation. 📍
- Actively contributed to analytical projects on **GitHub**, showcasing real-world data expertise.
- Crafted R-Markdown files to streamline **data visualization**.
- Developed interactive **R Shiny Apps**, translating complex data into actionable insights for users.
- Led the upgrade and continuous maintenance of the **Marketing Research Design & Analysis 2021**, showcasing a commitment to data transparency and collaboration.

Vienna, Austria

**Teaching Assistant**, *Vienna University of Economics and Business*

02-2020 – 01-2021

- Crafted **R-Markdown** files to enhance learning experiences and streamline data visualization.
- Developed interactive **R Shiny Apps**, translating complex data into actionable insights for users.
- Led the upgrade and continuous maintenance of the **Marketing Research Design & Analysis 2021** 📍, showcasing a commitment to data transparency and collaboration.

Vienna, Austria

**Teaching Assistant**, *Institute for Social Media and Interactive Marketing (Vienna University of Economics and Business)*

08-2020 – 12-2020

- Spearheaded the design and delivery of data-centric lectures with a strong emphasis on statistical analysis.
- Provided hands-on mentorship in **'Market Research Design and Analysis'** – ensuring adept use of R for data extraction, transformation, and interpretation.
- Collaborated actively with students to tackle complex data sets, optimizing research methodologies and promoting data-driven decision-making

Vienna, Austria

**Data Analyst Intern**, *Coca Cola HBC Adria*

07-2020 – 08-2020

- Spearheaded a pivotal project on **'Consumer Behavior: Impact of Coronavirus on E-commerce in the FMCG industry'** 📍, diving deep into data-driven insights
- Analyzed purchasing trends and behaviours in the face of a global pandemic, understanding the shifting dynamics of the FMCG sector

Sarajevo,

Bosnia and Herzegovina

**Marketing Assistant**, *Drope BnB (Athens, Greece)*

07-2019 – 09-2019

- Curated and communicated **about 87 listings** with potential renters, enhancing content across major channels
- Analyzed guest reviews from AirBnB & Booking.com using advanced text mining in R,
- Campaigns on Facebook and Google Ads, utilizing data analytics for precise audience reach.

Athens, Greece

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## Organizations

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<b>AIESEC Alumni Europe</b> , <i>Vice President Finance</i>	10-2023 – present
<b>AIESEC in Austria</b> , <i>Vice President - Business Analytics</i>	01-2017 – 09-2019 Vienna, Austria
<b>AIESEC in Austria - Vienna WU</b> , <i>Finance Manager &amp; Vice-president Business Analytics</i>	02-2019 – 07-2019 Vienna, Austria
<b>AIESEC in Austria - Vienna WU</b> , <i>Vice-president Business Analytics</i>	02-2018 – 02-2019 Vienna, Austria
<b>AIESEC in Austria</b> , <i>Social Media Manager</i>	07-2017 – 02-2018 Vienna, Austria
<b>AIESEC in Austria - Vienna WU</b> , <i>Key Account Manager</i>	01-2017 – 01-2018 Vienna, Austria

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## Languages

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<b>German</b> <i>Österreichisches Sprachdiplom Deutsch</i>		<b>English</b>	
<b>Bosnian</b>			

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## Certificates

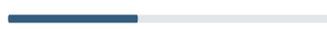
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<b>Enterprise Resource Planning with SAP S/4HANA (TS410)</b>  <i>Completion ID: 2220503</i>	<b>Certified Marketeer (by General Assembly)</b>  <i>Level 1</i>
<b>"Train the Marketers" by AIESEC International</b>	<b>Predicting Card Fraud with R</b>  <i>University of North Texas</i>

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## Software

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R		Python	
SQL		Looker Studio	
Excel		R Shiny	
Tableau			