

Umut Arda Yavuz

Brand Marketing Specialist

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Professional Experience

BMW Group , Sales, Performance Management Intern	08/2024 – 12/2024 Munich, DE
- Developed the "KEEP IT PERFECT" campaign for BMW's Service Inclusive (BMSI) package, featuring a brand experience photo shoot with the 2025 Gear&Garment collection, improving product visibility and customer experience - Constructed an advanced Excel dashboard to calculate global MTD sales figures, enabling data-driven identification of market trends and enhancing strategic decision-making - Contributed to the global retail training and product launch of the R 1300 GS and R 1300 GS Adventure, ensuring effective go-to-market execution and customer satisfaction	
Unilever , Global Consumer Market Insights Intern	08/2022 – 01/2023 Rotterdam, NL
- Designed a general alignment for market research questionnaires by leading external meetings with partner organizations (e.g., Kantar, Ipsos). Resulted in the successful implementation in Indonesia's Hair Care market research - Built a statistical model to analyze Benelux's product performance trends, providing senior leadership with data-driven insights for analytical decision-making - Produced a promotional advertising video for internal marketing tools, improving communication and engagement across global CMI teams	
HouseMatch , Founder (Startup)	03/2022 – 08/2022 Rotterdam, NL
- Invented an e-commerce platform to connect students with roommates and rental properties, addressing a significant gap in the housing market - Led a team of five, coordinating with the Erasmus Centre for Entrepreneurship to refine business strategies and operations - Created a functional and cost-effective website showcasing rental properties and user profiles, optimizing resource use for market entry	

Education

Imperial College London , MSc Strategic Marketing	08/2023 – 03/2025 London, UK
Modules: Strategic Brand Management, Digital Marketing, Consumer Behaviour, Services and Customer Relationship Management	
Erasmus University Rotterdam , BSc International Business Administration	08/2020 – 07/2023 Rotterdam, NL
Thesis: "Current Applications of Artificial Intelligence for Optimizing Marketing Automation within the CRM Process."	

Languages

English (C2) • Turkish (C2) • German (B2)

Projects

Charity Ocean Conservancy , Event Organizer	01/2019 – 05/2019
- Spearheaded a team of volunteers to organize and promote the event, ensuring all aspects ran smoothly - Coordinated logistics for food, raffle tickets, and event photography, delivering a seamless and engaging experience for attendees	

Skills

Technical — R programming | Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro) | Microsoft Office (Excel, PowerPoint) | Google Analytics | CRM Tools

Soft Skills — Strategic and analytical thinking | Project leadership and ownership | Adaptability in dynamic, international environments | Strong attention to detail and efficient communication