



HANI BOUODINA

PhD Fellow Marketing

PROFILE

Optimistic & hardworking professional with an affinity for marketing and data science. Always looking to develop myself and bring most value to the team.

CERTIFICATIONS

Google Analytics Academy (Beginner)
Cmotions (Modelling in Python)
CITI (Data Management)
Data Analyst (DataCamp)
Data Scientist (DataCamp)

CONTACT



[linkedin.com/in/hani-ashraf-bououdina-b52600154/](https://www.linkedin.com/in/hani-ashraf-bououdina-b52600154/)



hani99ashraf@gmail.com



+31 (0) 6 4580 3694

EDUCATION

MSc Marketing Analytics & Data Sciences

08/2021 – 08/2023 | University of Groningen, Netherlands

Courses: Data Engineering, Machine Learning, Consumer Psychology & Behaviour, Statistical Learning, Strategic Management, Organisational Theory and Design, Digital Marketing Analytics, Data Modelling

Current Average: 7.6/10

Thesis Topic: The use of Differential Privacy in Text Generation Algorithms

BBA in International Business

08/2017 – 06/2021 | HAN University of Applied Sciences, Netherlands

Courses: Consumer Behaviour, Finance, Marketing, Applied Research, Macroeconomics, Statistics, Brand Research Project for TOMY UK

Average: 8.2/10

Thesis Topic: Usability in Incentive Management Systems

ERASMUS+ Programme

08/2019 – 12/2019 | IESEG School of Management, France

Courses: Financial Markets, Digital Marketing, Sales Management, Data Analysis, Brand Management, Entrepreneurship, Economics

WORK EXPERIENCE

PhD Fellow – Copenhagen Business School (Marketing)

09/2025 – Present

- Conduct research on consumer behavior, generative AI, and modeling within the Marketing research program.
- Present research findings and actively participate in academic conferences and workshops to engage with the international research community.
- Engage in teaching activities, providing guidance and instruction to undergraduate and graduate students.

Junior Lecturer Marketing – University of Groningen (FEB)

09/2023 – 08/2025

- Devoted 10% of my time to research and development activities, collaborating with colleagues to contribute to the research program in Marketing.
- Devoted 90% of my time to teaching activities, delivering high-quality teaching at both bachelor and master levels of the Marketing programme.
- Actively participated in the development of blended teaching methodologies, leveraging technology to enhance the learning experience.

Digital Marketing Intern – Rolls-Royce Motor Cars

01/2021 – 06/2021

- Ensuring clients receive an end-to-end exceptional experience as a member of the Rolls-Royce private members' club, Whispers.
- Analysing engagement and content within app through monthly analysis reports and analytics.
- Operational excellence through process refinement and stakeholder management.

Marketing Planning Intern – Nissan Motor Corporation

01/2020 – 06/2020

- Creating and analysing competitive overviews of various vehicle models based on lease prices.
- Assisting in processing incentive claims through the Incentive Management System (IMS).
- Marketing analysis reports (ad-hoc & marketing trend) for the Benelux region.

SKILLS

Computer Skills: SPSS (Intermediate), MS Office (Advanced), Photoshop (Advanced), Mail Chimp (Basic), Programming (R, Python & SQL)

Language Skills: English (Native), Arabic (Bilingual), French (Working Proficiency)