

## RESUME

WHU - MASTER IN MANAGEMENT STUDENT

# KENAN BUHIC



Nedstrandsgata 34, 4014 Stavanger, NOR

T: +47 480 97 320 // E: kenan.buhic@whu.edu // [www.kenanbuhic.no](http://www.kenanbuhic.no)

## EDUCATION

**WHU - OTTO BEISHEIM SCHOOL OF MANAGEMENT // GERMANY** **2020 - 2022**  
MSc MANAGEMENT (#12 Worldwide MiM Ranking, Financial Times 2020) **MAY**

- Nr #1 ranked Business School in Germany excelling at management education, research & entrepreneurship
- Completed a 'Business Analytics' concentration, a study track which emphasizes analytical topics such as Advanced Statistics, Machine Learning, Blockchain and Data Visualization from a managerial perspective
- Scheduled to write my thesis with The Chair of Digital Marketing and Facebook as a partner company

**NEOMA BUSINESS SCHOOL // FRANCE** **2021 (PLANNED)**  
PROGRAMME GRANDE ÉCOLE (#19 Worldwide MiM Ranking, The Economist 2019)

- Exchange semester with an emphasis on courses covering finance, data science, statistics and management

**KFU - KARL-FRANZENS-UNIVERSITÄT GRAZ // AUSTRIA** **2019 - 2020**  
BSc BUSINESS & ECONOMICS (ERASMUS)

- Studied courses covering Production & Logistics, Game Theory and IT. Finished top 20% in the majority of classes
- Received two recommendation letters from two professors for future references

**UIS - UNIVERSITY OF STAVANGER // NORWAY** **2017 - 2020**  
BSc BUSINESS ADMINISTRATION

- Wrote my thesis titled "Is real estate a viable investment alternative to the stock market?" by analyzing big data for the Norwegian housing market using Python and Excel

**HETLAND VIDEREGÅENDE SKOLE // NORWAY** **2014 - 2017**  
HIGH SCHOOL DEGREE

- Specialized in IT and natural science with a focus on mathematics

## WORK EXPERIENCE AS A WORKING STUDENT // 1/2

**ARKWRIGHT GROUP** **2021 - PRESENT**  
TECHNICAL CONSULTANT @ARKWRIGHT DIGITAL HAMBURG OFFICES

Arkwright is a Northern European top-tier management consulting firm

- T.b.d. Working Student Position with starting date August 16th 2021.

**AUDIBENE GmbH** **2021**  
SUMMER INTERN AS BUSINESS DEVELOPMENT ANALYST (EUROPE-REGION) **MAY - AUGUST**

Audibene GMBH is one of Germany's fastest growing unicorn and goes by the name hear.com in the US

- Designed and developed an ecommerce store for audibene's existing customer base to increase revenue and maintain a better relationship with customer base. The website is found here: <https://shop.audibene.de/>
- Successfully solved and implemented two impactful projects which have been unresolved at the firm for years. The first being how to minimize the "Time To First Appointment" for audibene's customers. The second was establishing a multilevel referral program to increase customer reach
- Derived actionable insights from data using Python and SQL

**WELLIT AS** **2018 - 2020**  
ADVISED MAJOR OIL COMPANIES WITH OPERATIONS | QA | DOCUMENTATION **JULY - APRIL**

Wellit AS provides logistics and operations solutions for the oil and gas industry (wellit.com)

- Excelled at the WELS ecosystem - the new industry standard for logistics in the oil & gas sphere
- Aided the daily operations at conglomerates including BP, OMV, Equinor, Total, Shell, Repsol, Lundin & Wintershall
- Consulted sea captains across the globe on how to digitally report their inventory and fuel consumption
- Served as the main intermediary between the company's customers and the inhouse and remote developers
- Actively QA tested new releases and monitored system stability post launches
- Clocks over 1000 hours in 2019 next to my full-time Bachelor studies

## WORK EXPERIENCE AS A WORKING STUDENT // 2/2

---

### THRUSTME AS

2017 - PRESENT

#### LEADING THE DIGITAL BRAND OF THE COMPANY | WEB RESPONSIBLE

ThrustMe AS is a growing start-up based in Norway, inventing products for the outdoor sports sector

- Evolved their website in accordance with the growth and need of the company (ongoing process with A/B-testing)
- Set up a fully functional multinational shop with geographical pricing, yielding consistent sales
- Proposed and incorporated strategies to maximize their digital footprint, reaching over 3,000 hits/m organically
- Worked continuously on SEO, including copy for investor presentations presented to Petter Stordalen (Strawberry)

### NORDIC WEB AS

2016 - PRESENT

#### DEPLOYING GROWTH IN ENTREPRENEURISM AND MANAGEMENT

As the founder of Nordic Web AS, I help businesses grow through the power of webdesign -and development

- Worked with and led a total of 14 companies to be more successful by improving their digital presence
- Generated NOK 400 000,- of revenue with annual cash flows from contracts with customers
- Became well versed in the art of selling and extracting valuable information by asking impactful questions
- Assisted entrepreneurial students with establishing a digital presence for their ideas for free
- Attained valuable knowledge in tools of growing importance such as web development, web scraping, digital marketing, design trends and marketing concepts

### POWER AS

2017 - 2020

#### EXPLORING MY PASSION FOR SALES

JULY - JANUARY

POWER AS is one of Norway's largest electronic retail brands with over 120 store locations

- Won daily competitions based on sales revenue on high-traffic days (e.g Christmas, Easter, Black Friday)
- Placed 1st on insurance sales domestically within the firm in periods where my working days were consecutive
- Headhunted from Power Mariero to Power Forus; Norway's best performing Power store

### VALIDÉ AS

2018 - 2019

#### CONSULTED SMALL BUSINESSES

JANUARY - JANUARY

Validé AS is a non-profit innovation company designed for early stage businesses

- Worked with a handful of small local start-ups and businesses to build their digital strategies
- Developed a pricing calculator for Validé, automizing a highly manual process for the firm for when they wanted to suggest to firms on which funding-program was applicable to them

### MATH ASSISTANT AT THE UNIVERSITY OF STAVANGER

2018 - 2018

#### ASSISTED FRESHMEN WITH MATHEMATICAL ECONOMICS

AUGUST - DECEMBER

- Elected as a student assistant in the course "Mathematical analysis for economy and social science" where I taught incoming students who needed assistance with the course material. I was chosen due to my STEM-related background in high school and for having achieved the top grade in the subject the year prior
- Corrected and graded student assignments

## EXTRACURRICULAR ACTIVITIES

---

- Achieved a spot as a talent in the highly competitive program AiTalents offered by TechQuartier, and worked with the company 'Roomhero.de'. Furthermore, disruptive technologies such as Machine Learning and AI was taught during the 3 month programme running parallel to my normal studies at WHU. Graduated January 2021
- Selected as a participant for EMAX 2021 - an event organized by Innovation Norway to promote entrepreneurship among the youth. I won the Best Pitch Award, and my idea placed 2nd overall. Reinvited for EMAX 2022 in Oslo.
- Placed 1st at Validé's Pitch Event held for all UiS students in 2019
- Elected as the head of communications at the Economics Student Organisation (ØSF) at the University of Stavanger

## LANGUAGES

---

- Norwegian (Native) + Nordic Languages, English (Fluent), Bosnian/Serbo-Croatian (Native), German (B2.2)

## IT

---

- Python, R, SQL, Web Development & Frameworks (HTML, CSS, WordPress, Webflow), Web Scraping, Digital Design Trends, Google Workspace, Google Analytics, Adobe Creative Suite (Photoshop, Lightroom, Premiere, InDesign, Illustrator), Tableau, Domo, Stata (limited), Salesforce (limited)
-