



BURAK PILAVCIOGLU

PROJECT MANAGER – Results-driven Project Manager with experience in customer journey design, strategic marketing, and global campaign execution. Skilled in coordinating international stakeholders, optimizing marketing processes through data-driven insights, and developing creative, high-impact communication solutions. Experienced in leveraging AI-powered tools to improve workflows, and support digital transformation initiatives.

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PROJECT MANAGER

EXPERIENCE

Jun 2025 – Today	BMW GROUP VIA DIS AG Customer Journey Manager – Adapting global campaign blueprints to local market needs – Coordinating campaign rollout with regional teams – Consolidating and analyzing market feedback for central reporting
Mar 2024 – Today	BMW GROUP VIA DIS AG Used Car Marketing Specialist – Lead central marketing communication planning and global campaign execution – Guide agencies on creative concept development and production – Implement governance and optimize processes with international stakeholders – Drive digital transformation, enabling AI-powered solutions across the department
May 2022 – Nov 2023	THE GAME (NOW LIGANOVA MASH!) Junior Strategist – Creating strategic communication concepts – Advising clients on brand strategy and target audience topics – Planning and conducting workshops for the client BMW
Jan 2022 – Apr 2022	AMAZON Brand Specialist – Analyzing data to optimize supply chain efficiency and improve vendor profitability – Planning and executing multi-channel advertising campaigns across vendor portfolios – Purchasing and price negotiations for optimized stock management
Jan 2021 – Aug 2021	BMW GROUP Intern Brand Communication
Jan 2020 – Mar 2020	INNOSPOT Intern Business Development

EDUCATION

2019 – 2022	Double Degree Master Management Edinburgh Napier University Edinburgh, Scotland
2019 – 2022	Master Strategic Marketing Management International School of Management Munich, Germany
2015 – 2019	Bachelor Business Administration University of Augsburg Augsburg, Germany
2006 – 2014	Abitur Josef-Effner Gymnasium Dachau, Germany

SOFTWARE SKILLS

Microsoft Office
SPSS
GenAI
Prompt Engineering
Jira

LANGUAGES

German - Native
English - Fluent
Turkish - Fluent

CERTIFICATIONS

Prompt Design in Vertex AI
Google Foundations of
Project Management