

# CV April 2021 | Jasper David Brüns

Born on the 19<sup>th</sup> of January 1998 in Stuttgart, Germany  
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## RESEARCH INTERESTS

Throughout my PhD studies, I strive to investigate the impact of bottom-up and top-down attentional processes in the realm of digital marketing. This includes the examination of consumer behavior in a variety of environments (e.g., social media) by applying a diverse portfolio of quantitative-empirical methods, such as eye-tracking lab experiments, online surveys, and automated data collection as well as processing.

## ACADEMIC TRAINING

Since **Zeppelin University** (DEU)  
02/21 (Fast-Track) PhD Student – ‘Business & Economics’, Quantitative-Empirical Marketing  
01/17 - **Zeppelin University** (DEU)  
01/21 (240 ECTS) Bachelor of Arts – ‘Corporate Management & Economics’, 1.0 / A+ (99<sup>th</sup> Percentile)  
09/19 - **University of California (San Diego)** (USA)  
12/19 Exchange – Business Analytics Courses at Rady School of Management  
02/19 - **Peking University** (CHN)  
06/19 Exchange – Finance, Accounting, and Management Courses at Guanghua School of Management

## RESEARCH POSITIONS

Since **Zeppelin University** (DEU)  
02/21 Research Fellow at Chair of Marketing  
04/18 - **Zeppelin University** (DEU)  
01/21 Research Assistant at:  
Chair of Marketing (Fall 2020)  
Chair of Strategic & HR Management (Spring 2018 / Fall 2018)  
06/20 - **Zeppelin University** (DEU)  
09/20 Research Intern at Chair of Marketing

## TEACHING POSITIONS

From **Zeppelin University** (DEU)  
09/21 Lecturer at Chair of Marketing:  
- Fundamentals of Marketing (Fall 2021, Undergraduate)  
- Advanced Seminar: Understanding Consumer Preferences (Fall 2021, Undergraduate)  
09/17 - **Zeppelin University** (DEU)  
12/20 Tutor at Chair of Empirical Finance & Econometrics:  
- Econometrics (Fall 2020, Undergraduate)  
- Business Mathematics (Fall 2020, Undergraduate)  
Tutor at Center for Economic & Social Sciences:  
- Statistics (Spring 2018 / Spring 2020, Undergraduate)  
- Empirical Research Methods (Fall 2017, Undergraduate)

## COMPANY INTERNSHIPS

06/19 - **Beijing Mercedes-Benz Sales Service Company** (CHN)  
08/19 Finance & Controlling Department, Price Controlling  
06/18 - **KPMG** (DEU)  
09/18 Consulting, Digital Finance  
07/17 - **Amundi Asset Management** (DEU)  
08/17 Investment Department, Portfolio Management

## FURTHER QUALIFICATIONS

Languages: **German** (native), **English** (fluent), **Mandarin / French** (elementary)  
Software: **MS Office** (advanced), **R / SPSS** (intermediate), **Survey Design, e.g. Unipark** (advanced)

## SCHOLARSHIPS, GRANTS AND AWARDS

Spring 2021 – First Undergraduate Student to Achieve Best Average Grade Possible (Zeppelin University)  
Fall 2020 – Germany Scholarship, 3.6K€ (Federal Ministry of Education & Research)  
Spring 2019 – Tuition Waiver for Exchange Semester at UCSD, 7.8K\$ (Zeppelin University)  
Fall 2018 – highQ Young Talent Program for Outstanding Interns (KPMG)  
Spring 2016 – Economics Award (Geschwister-Scholl-Gymnasium Stuttgart)

## RECREATIONAL INTERESTS

I am an enthusiastic racket sports player who also enjoys rowing and running. Besides, I like to spend my spare time on (experimental) cooking and listening to a wide selection of long-form podcasts.