



# Alumnus of the Week

**Name:** Remzi Dorunay

**Year of Completion:** 2010

**Programme of Study:** BA (Hons) Marketing

**Job Title:** CRM Database Marketing Consultant

**Employer:** BT

## What you liked about Hertfordshire Business School?

Hertfordshire Business School was a supportive School to learn in. I look back at my time there with such fondness. During my time at UH I was able to work on three different work placements, two of which were in the States. I was also able to Study in Australia on their study abroad option. I topped that all off with ample travelling. I think their push to get us out into the “real” world really equipped me with the skills that I use on a day to day basis today.

## What you do in your job?

My role encompasses the entire data landscape at BT. On a day to day basis I deal with multiple stakeholders and on critical marketing campaigns. I do the data selection of customers using SQL and send most consumers facing BT Emails. The role enquires a keen eye for detail, in-depth knowledge of SQL and HTML as well as softer skills, like people management and negotiation. The role is varied and I thoroughly enjoy managing the end to end process of data delivery.

## Whom you would like to connect with in the Alumni Network?

Love to connect with anyone past and present within UH and the Alumni Network. Particularly marketers and those involved in CRM.

## Contact Details


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 Hertfordshire Business School Alumni

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 Hertfordshire Business School Alumni Network

# Our Community Thriving Together

Please email [hbsalumni@herts.ac.uk](mailto:hbsalumni@herts.ac.uk) if you have any candidate(s) for Alumnus of the week

[go.herts.ac.uk/HBSalumni](http://go.herts.ac.uk/HBSalumni)