



Adela Kadrić

Marketing Associate

+ (387) 61 274 772

adelakadric.mail@gmail.com

Sarajevo, BiH

2000 - 2013

2013 - present

EDUCATION

Master of Business Administration (MBA)
Sarajevo School of Science & Technology, BiH
University of Buckingham, UK
graduated 2020

Bachelor of Political Science & International Relations (minor in Management)
Sarajevo School of Science & Technology, BiH
University of Buckingham, UK
graduated 2019

SKILLS

Maintaining cohesive **brand identity** across all networks, both internally and externally.

Tailoring **social media** content to differing audiences/markets.

Managing different **projects** simultaneously.

Communicating proficiently with outside agencies, suppliers, business partners, and customers.

Organizing **events** including conferences, bazaars, education fairs, and similar.

SOFTWARE

Adobe Creative Suite
Microsoft Office
WordPress
Google Analytics

Pantheon
Optimus
Mailchimp

PROFILE

Enthusiastic and eager-to-learn marketing professional with expertise in design. Experienced in understanding the needs of B2B clients and how marketing aims should be targeted to them. Seeking to expand my skills in marketing, lead generation, event planning, and advertising.

EXPERIENCE

Trade & Consumer Marketing Associate

Intras d.o.o. (Pijačna 14K, 71210 Ilidža, BiH)
April 2020 - present

- **Product Designer** (designing appearance of current and future Protech products)
- **Social Media Content Creator** (creating monthly content and advertising plan, shooting/creating images, writing engaging descriptions, promotion/advertising of social media posts, replying to comments/messages in timely manner)
- **Marketing Materials Designer** (designing various marketing materials such as brochures, flyers, posters, presentations, email newsletters, etc. using Adobe Suite)
- **Website Management** (determining WordPress layout and inserting over 700 products on website)
- **Procurement of POSM** (ordering point-of-sales materials such as shelves, hooks, mannequins, etc. both domestically and internationally)

Marketing Assitant

inMotion d.o.o. (Maglajska 1, 71000 Sarajevo, BiH)
August 2019 - January 2020

- **Brand Identity Creator** (successfully distinguished two brands under the company, inMotion and Taylor Shipping Solutions, by creating two distinctive, yet cohesive, brand identities for both)
- **Marketing Materials Designer** (designed promotional materials used internally in the company such as leaflets, newsletters, brochures, flyers, short videos, etc.)
- **Website Management** (assisted in creating multiple websites from scratch)
- **Social Media Content Creator** (uploaded daily across social media networks)
- **Event Organizer** (oversaw the organization of company events such as open days, education fairs, and holiday parties)

AREAS OF EXPERTISE

Prototyping & Product Design Promo Materials Design Cohesive Brand Identity

Social Media Content Creation Social Media Advertising Creative Thinking

POSM Procurement Event Organization Product & Market Research Communications & PR