

# MERIMA CATIC

Assiduous and results-oriented, with a diverse background and experience in sales, marketing and advertising. Armed with the skills to manage large groups and small teams in order to contribute to an individual's, an organization's and an event's success

## PROFILE OF QUALIFICATIONS

Training • Mentoring and Advising • Marketing • Budgeting • Advertising • Operations Assessment

## PROFESSIONAL SYNOPSIS

**Advertising Specialist | Hy-Vee Inc.** *West Des Moines, IA* *March 2013-Present*

- Assist in the advertising sales for Hy-Vee Seasons Magazine and the overall production of the publication
- Input information into the company's ad program and compile reports for each issue of Hy-Vee Seasons and communicate the information to all 234 stores
- Maintain vender relationships to ensure participation in various Hy-Vee programs
- Successfully helped to roll out a new demo program across our eight state market

**Marketing Assistant | Hy-Vee Triathlon & IronKids Series** *West Des Moines, IA* *2009-Present*

- Assisted in the planning, coordinating and promotion of the Hy-Vee Triathlon and 21 IronKids Series races
- Established and maintained sponsor, athlete and community relationships
- Wrote and edited content for hy-veetriathlon.com
- Coordinated merchandise, awards and vendor material
- Drafted sponsor contracts and agreements
- Created and oversaw content for company newsletters, community notifications and spectator guides
- Oversaw race day operations, logistics and volunteer assignments

**Event Coordinator | Hy-Vee EYC & Special Events** *West Des Moines, IA* *2009-Present*

- Communicated logistics and event information to staff, volunteers and attendees
- Recruited, directed and managed talent and entertainment
- Created engaging and educational event itineraries and programs
- Assigned and directed specific staff and volunteer duties leading up to, and on-site of, event
- Wrote, created and designed marketing materials and event paraphernalia
- Surveyed and analyzed results to help improve the event
- Tracked registration to meet attendance goals

**Sales and Promotional Leader | JM Promotions Group** *Omaha, NE* *2008-2009*

- Established working relationships with store managers and staff in locations around the country
- Direct fundraising and sales efforts for a number of nonprofit organizations
- Responsible for interviewing, training and supervision of new team members
- Responsible for helping employees meet company sales and fundraising goals

## EDUCATION AND TECHNICAL SUMMARY

**Bachelors in Science, Business Management** *Iowa State University*

**Certificate in Wedding Planning** *Weddings Beautiful Worldwide*

Fluent in Serbo-Croatian • Microsoft Office Suite • Adobe Acrobat • HTML Editing and Maintenance

## VOLUNTEER

**CULTUREALL** *March 2013-Present*