

MERIMA CATIC

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Dedicated and reliable with an array of unique skills attained through experience in a variety of professional fields, including information technology, marketing, advertising, and project management, and studious, decorated work in the classroom.

PROFILE OF QUALIFICATIONS

SQL • Technical Training • Marketing/Promotions • Advertising • Writing • Editing • Networking • Microsoft Office Suite • Vender Management • Database Management • Point Of Sale (POS) • Support Services • Project Management

PROFESSIONAL SYNOPSIS

Product Information Coordinator | Hy-Vee Inc., West Des Moines, IA

March 2014-Present

- ✚ Ensure all data items are identified, stored and classified to produce accurate sales output.
- ✚ Validate the accuracy of product information from vendor to store level. Including, but not limited to the corporate ad, loyalty software and ecommerce.
- ✚ Work as a liaison between the retail level, information technology, advertising, and procurement.
- ✚ Run SQL queries to troubleshoot issues and apply effective solutions.
- ✚ Build various promotions for 242 stores to guarantee functionality of coupons and print/digital advertising and marketing efforts.
- ✚ Oversee vendor-managed inventory (VMI) to ensure all UPCs are correct across all platforms.
- ✚ Run updates on store Point of Sale and catch any errors downloaded to stores.

Advertising Specialist | Hy-Vee Inc., West Des Moines, IA

2013-2014

- ✚ Ensured accuracy of corporate advertising and marketing campaigns.
- ✚ Managed online advertising program and compiled analytical reports for all 242 stores.
- ✚ Successfully rolled out a new demo program throughout Hy-Vee's territory.

Event Coordinator | Hy-Vee Triathlon & Special Events, West Des Moines, IA

2009-2013

- ✚ Assisted in the planning, coordinating and promotion of the Hy-Vee Triathlon and 21 IronKids Series throughout the Midwest.
- ✚ Event logistics and design: including volunteers and staff placement.
- ✚ Edited and maintained event website
- ✚ Surveyed and analyzed results to help improve the event.
- ✚ Tracked registration to meet attendance goals.
- ✚ Managed content for online and print materials.

EDUCATION AND TECHNICAL SUMMARY

Master of Science, Information Technology
Bachelor of Science, Business Management

Kaplan University
Iowa State University

Bilingual, fluent in Serbo-Croatian

• Adobe Acrobat • HTML Editing and Maintenance • CPM • Microsoft Project • Wireshark • ICCM

RELATED COURSE WORK

System Analysis and Design • Information Systems Project Management • Database Management Systems • Computer Networks • Managing Technology in a Business Environment • Computer and Network Security • Ethical Hacking and Network Defense • Computer Forensics and Investigations • Legal and Ethical Issues in IT • Managing Technology in a Business Environment