

BIOGRAPHY

PERSONAL INFORMATION

Name and surname: **Nerma Halilagić Kalajlić**
Address: Vršani 3. 75000 Tuzla
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PROFESSIONAL EXPERIENCE

Job title: Deputy Head of Trade Marketing department (October, 2024. – Present)
Company name: Bingo d.o.o Tuzla

Job title: Head of Marketing department and public relations associate (December, 2019. – October 2024.)
Company name: TEHNOGRAD-company ltd

Job title: Teaching assistant (temporary service contract) October,2022- Present
Company name: International business-informational academy

Job title: Marketing and Public relations manager (September, 2018. – December, 2019.)
Company name: International business-informational academy

EDUCATION

Master's degree – University of Mostar (September, 2018. – .) Studying Marketing on Faculty of economics University of Mostar (final year of study).

Bachelor's degree, Market Communications – International business-informational academy Tuzla (September,2015. – August, 2018.)

PUBLICATIONS

- Analysis of the presence and activity of higher education institutions in Tuzla Canton on social networks. Published in Proceedings of the Faculty of Economics, University of Mostar, No. 25, 2019. (<http://hrcak.srce.hr/>)
- The role of online advertising in the promotion of higher education institutions in Tuzla Canton Published in Book of Proceedings DIEC 2019 (<http://zbornik-diec-2019/>)

MEDIA APPEARANCES

https://www.youtube.com/watch?v=6PBL_kimup8
<https://www.youtube.com/watch?v=5VUzzN40IP0>
<https://www.youtube.com/watch?v=gRD7ltzzyjI&t=198s>

https://www.youtube.com/watch?v=SL_PmvY35vE&t=129s
<https://www.youtube.com/watch?v=sY6LzSUiUJ8&t=57s>
<https://www.youtube.com/watch?v=uEuXfPgpwpQ&t=5s>
<https://www.youtube.com/watch?v=6Ydl3uiCmEE>
<https://www.youtube.com/watch?v=3Hg2nl57xo4>
https://www.youtube.com/watch?v=ASeW7_2vy6M&t=13s
<https://www.youtube.com/watch?v=FNLjZSBa3ig>