

# BIOGRAPHY – Sabina Čavalić, MA

## PERSONAL INFORMATION

Name and surname: **Sabina Čavalić**

Email: [sabina\\_cavalic@yahoo.com](mailto:sabina_cavalic@yahoo.com)

Citizenship: B&H

Date and Place of Birth: March 30, 1988, Tuzla

## PROFESSIONAL EXPERIENCE

- **2011:** External Associate in the Retail Department, Hypo Alpe Adria Bank, Tuzla Branch
- **2012:** External Associate in the Retail and Business Network Department, Raiffeisen Bank, Tuzla Branch
- **December 2012 – December 2015:** Employee at Studio PROGRES d.o.o., Tuzla
- **2013:** Founded the civil society organization *Youth Creative Center*, serving as Director and Project Coordinator in the fields of economics and social work
- **2014 – 2016:** Project Coordinator in the civil society organization *Multi*, working on projects in economics, entrepreneurship, and marketing
- **2018 – 2024:** Employed in the Marketing Department of Bingo d.o.o. Tuzla
- **2024 – Present** - Media Planner at Bingo d.o.o. (service contract)
- **2023** - Teaching Assistant at the International Business Information Academy, Tuzla
- **December 2024 – Present:** Lecturer at the International Business Information Academy, Tuzla (Market Communications)

## EDUCATION

- **2014:** Graduated from the Faculty of Economics, University of Tuzla, majoring in Marketing, Bachelor of Economics
- **2022:** Enrolled in the second cycle of studies at the Faculty of Economics, University of Tuzla, majoring in Marketing
- **2024:** Defended her master's thesis titled *The Impact of Social Media Advertising on Purchase Intentions in Retail Chains*, Master of Economics

## PUBLISHED PAPERS

Co-author of the paper *Measuring Company Performance: Balanced Scorecard*, published in 2024 at the 12th International Symposium by Finconsult