

Adnan Sasic

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Education

Bachelor of Business Administration

May 2017

Roanoke College, Salem, VA
Concentration: Marketing
GPA: 3.81

Awards: Richard deOlazzara Award; Dean's List Fall 2015 & 2016; President's List Spring 2016
Societies: Society for Human Resource Management (SHRM); Delta Mu Delta; Alpha Chi

Associate of Science, Business Administration

June 2015

Virginia Western Community College, Roanoke, VA
GPA: 3.75
Societies: Phi Theta Kappa

Marketing Experience

Marketing & Advertising Intern

June – November 2016

Access Advertising & Public Relations, Roanoke, VA

- Involved in developing various methods of marketing and ad campaign strategies
- Participated in the brainstorm process of several ongoing projects
- Assisted in the coordination and execution of events, photoshoots, meetings, and video productions
- Learned to research, consolidate, and analyze information to help clients develop more efficient strategies

Marketing Intern

October 2015 – January 2016

CoLab, Roanoke VA

- Developed, implemented, and maintained various social media campaigns for multiple projects
- Helped plan and moderate community events such as CoLab Business Week and CityWorks Xpo
- Worked to arrange funding and donations from potential sponsors
- Assisted with business development through various marketing methods such as direct mail and press releases

Work Experience

Concierge

August 2015 – Present

The Village on Pheasant Ridge, Roanoke, VA

- Assemble direct mail pieces for upcoming events and track the responses
- Build relationships with residents, family members, and associates
- Respond promptly and positively to all resident complaints, questions, concerns and suggestions
- Support daily operations by arranging events, transportation, and communicating appointments to staff

Manager on Duty

November 2013 – January 2016

Kroger, Roanoke, VA

- Actively worked to build relationships amongst employees and customers
- Trained employees in job responsibilities and safe operating procedures
- Collaborated with department managers to help guide employees through a store remodel
- Implemented new processes and policies to improve customer service

Volunteer Experience

CityWorks Xpo Planning Committee
Muscular Dystrophy Association

August 2015 – Present
November 2014 – January 2016

Skills and Certifications

Language Skills

– Fluent in English, Bosnian, Croatian, and Serbian

Computer Skills

– Microsoft Office Suite, Keynote, Movie Maker, QuickTime 7, and Adobe Suite

Memberships & Certifications

- Global Business Owners Committee Board Member
- Google Analytics Certification
- Branding Foundations Certification