



Bakir Hadžić

Social Media Marketing & Digital Content Specialist

Social Media Management · Content & Graphic Design · Video Editing · Paid Advertising · Web & E-commerce

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PROFILE

Digital specialist focused on social media marketing, content, and brand growth, with additional experience in paid advertising, video editing, graphic design, and website or e-commerce support. Comfortable running a brand's online presence from strategy and content planning through to publishing, community engagement, and campaign execution. Background spans agency, hospitality, healthcare, and independent brand work — including six months as an SEO content specialist writing daily for crypto and online casino sites. That hands-on crypto and iGaming content experience, together with a broader background in social media, online communities, and fast-moving digital environments, carries over naturally to Web3 and crypto-native teams.

CORE EXPERTISE

SOCIAL MEDIA MARKETING

Content planning & scheduling · Community management · Organic growth · Platform strategy (Instagram, TikTok, Facebook) · Audience research · Paid social campaigns

CONTENT, DESIGN & VIDEO

Graphic design · Brand identity & visuals · Short-form & long-form video editing · Content writing · Creative direction

PAID ADVERTISING & GROWTH

Meta Ads · Google Ads · SEO content (incl. crypto & iGaming) · Campaign planning & execution · Performance monitoring

WEB & E-COMMERCE

WordPress · Webflow · Framer · Shopify · Printful · Printify · Landing pages · Order & sales monitoring

AI & DIGITAL TOOLS

ChatGPT · Claude · ComfyUI · AI image & video workflows · Prompt development · Workflow automation

SOFTWARE & STRENGTHS

Figma · Canva · Photoshop · Illustrator · DaVinci Resolve · CapCut · Project planning · Fast, independent learner

WORK EXPERIENCE

ZedNova Studio — Digital Projects, Content & E-commerce Specialist

2025 — 2026

- Worked across social media, content production, branding, e-commerce, and website support on several client and internal projects.
- Ran projects from early concept through content, design, launch, and day-to-day management.
- Led Inat Bosanski, an apparel and e-commerce brand, from concept through launch (case study, p.2).
- Produced AI-assisted video content, including a promotional video, a music video, and a documentary-style piece.
- Took on additional smaller projects in social branding, graphic design, and short- and long-form video editing.

GeoPoint — Social Media & Digital Marketing Specialist

2021 — 2024

- Managed the company's social media presence — content planning, publishing, and audience communication.
- Handled business email and client communication, and prepared commercial offers.
- Wrote SEO-focused articles and blog content to support visibility and client acquisition.
- Planned and managed Meta Ads and Google Ads campaigns; designed and maintained the company website.

Imperia Marketing — SEO Content Specialist, Crypto & Casino

2024 · 6 months

- Worked as an SEO content specialist writing exclusively for crypto and online casino/gaming websites.
- Produced 5–6 SEO-optimized blog posts per day within an automated content workflow.
- Worked within a structured, high-volume production system built around consistent daily output.

Global Billing Group — Social Media & Content Specialist

Feb 2023 — Mar 2024

- Managed social media content and posting schedule alongside broader marketing needs.
- Wrote SEO-oriented blog articles on medical billing and healthcare business topics.
- Worked on website content structure and page copy (case study, p.3).
- Continued occasional project-based work with the company after the main engagement ended.

Nargila Bar Čaršija — Social Media Content Creator

2022

- Created promotional content for events, special evenings, and venue announcements.
- Designed social media graphics and edited promotional videos for Instagram, Facebook, and TikTok.

EDUCATION

International Burch University, Sarajevo — IT Department (part-time)

JU Gimnazija Živinice — Secondary Education

CERTIFICATIONS

Google Ads Certificate — 2022

Google Analytics Certificate — 2023

LANGUAGES

Bosnian — Native

English — Advanced (written, reading, listening); Intermediate spoken

Inat Bosanski

Brand & Social Media · Apparel Design · E-commerce · Paid Social

Inat Bosanski is a Bosnian identity and diaspora-focused apparel brand built as an end-to-end project — brand concept, apparel design, social content, and a working Shopify webshop, all run and managed directly. It's the clearest example of taking a brand from an idea to something people actually buy and wear.

BRAND & SOCIAL

- Brand positioning & concept
- Social content & posting
- Community engagement
- Visual identity

DESIGN & PRODUCT

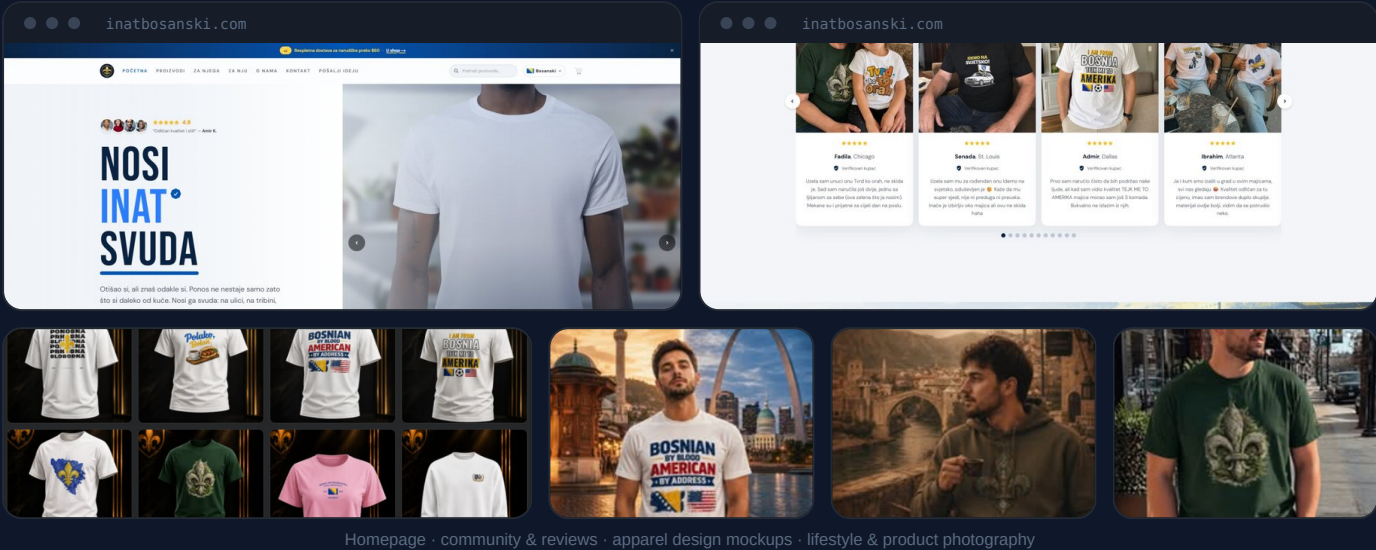
- Apparel graphic design
- Product mockups
- Product listings

E-COMMERCE & GROWTH

- Shopify & Printful setup
- Meta Ads campaigns
- Sales & order monitoring

TOOLS

- Shopify
- Printful
- Meta Ads
- Canva
- Photoshop
- Illustrator



Homepage · community & reviews · apparel design mockups · lifestyle & product photography

Live site: inatbosanski.com — additional design files, campaign assets, and AI-assisted content available by arrangement.

Global Billing Group

Social Media · Content & SEO · B2B Website Support

Global Billing Group operates in the medical billing industry. Work here covered the company's social media content and posting, SEO-oriented blog articles on medical billing and healthcare topics, and support on website content structure and service page copy for a healthcare-focused B2B audience.

SOCIAL & CONTENT

- Social media management
- Content planning
- Brand consistency

SEO & COPYWRITING

- Blog articles
- Medical billing topic research
- Professional B2B tone

WEBSITE SUPPORT

- Content structure
- Service page copy
- Ongoing content upkeep

TOOLS

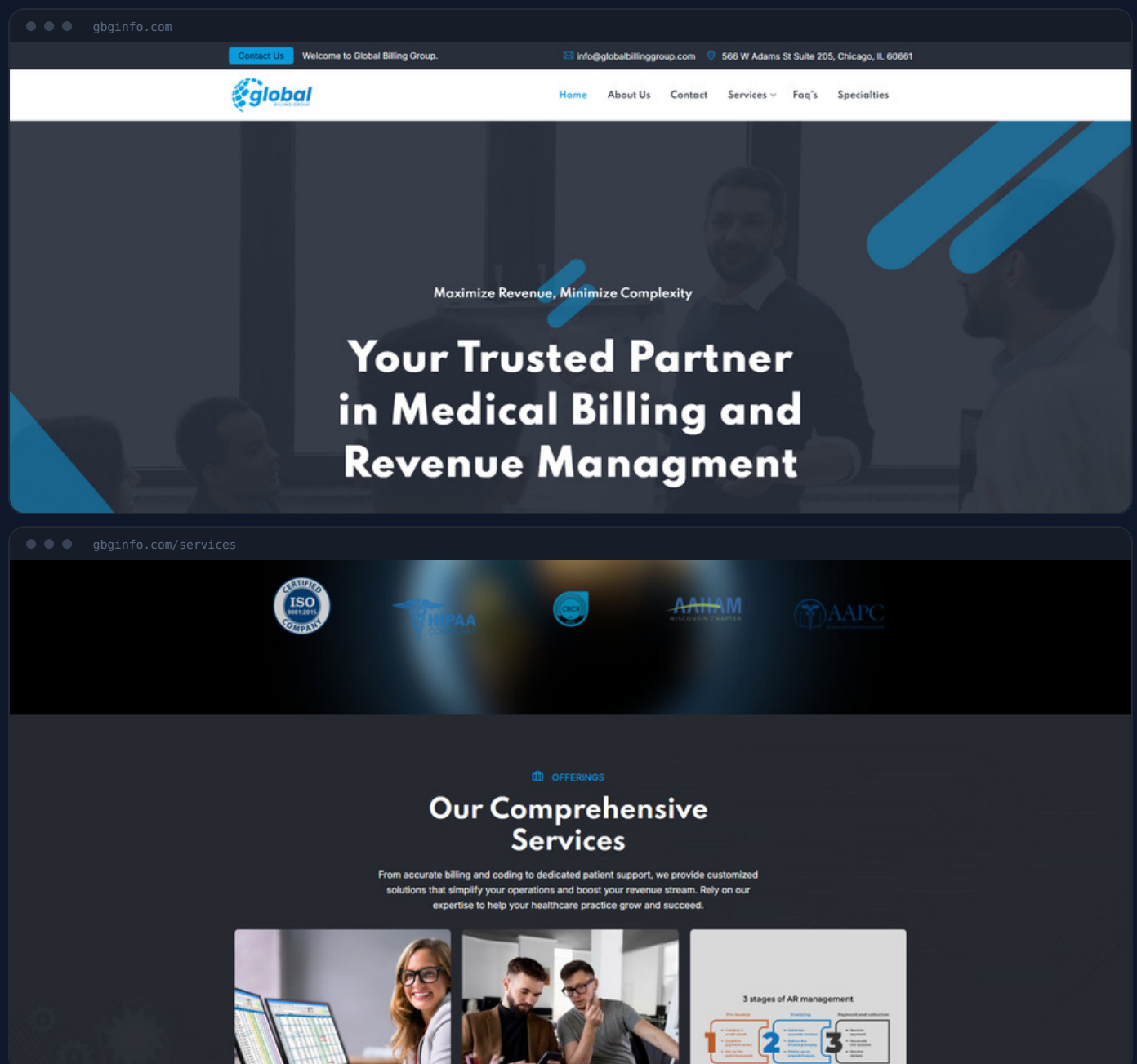
WordPress

SEO Content

Copywriting

Canva

Social Scheduling



Content Production & Video Editing

Short & Long-Form Editing · Social Content · AI-Assisted Production

A mix of social-first video editing and AI-assisted production work — from fast-paced short-form content built for Reels and TikTok to a small number of longer, more experimental AI-assisted pieces.

Video Editing

- Hook & pacing development
- Captions & visual hierarchy
- Platform-specific formatting
- Reels, TikTok, Facebook video
- DaVinci Resolve · CapCut · Artlist

Social & Campaign Content

- Promotional & event content
- Short-form social videos
- Selected long-form edits
- Thumbnails & social visuals

AI-Assisted Production

- Realistic AI-generated video
- Prompt development & iteration
- ComfyUI workflows
- Quality control & editing

AI-Assisted Promotional Video

AI production · ComfyUI

ON REQUEST

AI-Assisted Music Video

Direction · AI workflow

ON REQUEST

Documentary-Style Project

Edit · AI-assisted visuals

ON REQUEST

Short-Form Social Edits

Hook, pacing, captions · CapCut

ON REQUEST

Long-Form Edit

DaVinci Resolve

ON REQUEST

Video samples, AI-assisted project breakdowns, and full project files shared by arrangement — available on request.

PORTFOLIO

Selected Digital Work

Branding & Design · Social Media Content · Additional Projects



Additional apparel & merch design · campaign photography · promotional creative

BRANDING & DESIGN

- Social media branding & visual identity
- Apparel graphics & product design
- Campaign creative & promotional design

SOCIAL MEDIA CONTENT

- Event promotions & branded posts
- Instagram, Facebook & TikTok content
- Campaign creatives

ADDITIONAL PROJECT EXPERIENCE

Multiple smaller projects completed across social media management, content creation, branding, graphic design, short- and long-form video, and website content support. Full asset library — including additional social content and AI-assisted video work — available by arrangement, on request.

Available for social media marketing, content, e-commerce, and creative operations roles within agencies, startups, and Web3-oriented teams.

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TELEGRAM

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PORTFOLIO & SAMPLES

Available on request

LOCATION

Živinice, Bosnia and Herzegovina