

Amrudin Ćatić

Nationality: Bosnian-Herzegovinian **Date of birth:** 07/10/1995 **Place of birth:** Munich, Germany **Gender:** Male

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ABOUT ME

I turn chaos into scalable systems | Bold, curious problem-solver | Strategy, automation & creative engineering

I'm Amrudin Ćatić, a Growth & Automation Strategist who blends analytical precision with creative execution. I design systems that turn visibility into measurable growth, using a mix of performance strategy, automation, and modern content frameworks.

My work spans SEO, Google Ads, programmatic media, QA testing (manual and automation), and full-funnel content development, supported by no-code tools, AI automation, and data-driven design.

The philosophy is simple: engineer clarity, reduce friction, and build digital experiences that perform reliably, for users and for the business.

WORK EXPERIENCE

 **Zentury Media** – Sarajevo, Bosnia and Herzegovina

SEO & Outreach Specialist

[04/2025 – Current]

Currently contributing to global SEO and organic growth initiatives, with a strong focus on on-page optimization, search intent alignment, and content performance across key markets. Actively involved in keyword research, SERP analysis, content gap identification, and on-page improvements, including metadata optimization, internal linking, content structure, and search intent refinement, using tools such as Ahrefs.

Also, operating within the outreach function to execute strategic, quality-driven link acquisition, managing campaigns end-to-end from prospecting and qualification to follow-ups and placements using Ahrefs and Snov.io. Working closely with SEO and content teams to ensure on-page optimizations and backlink efforts are aligned, contributing to sustained improvements in rankings, topical authority, and organic visibility.

 **www.amrudincatic.com**

Founder & Growth Strategist

[10/2022 – Current]

I help founders and small teams turn SEO, content, and ads into a scalable growth system, combining proven strategy with AI, trend analysis, and new ideas to drive qualified demand and revenue.

 **Upwork** – Sarajevo, Bosnia and Herzegovina

QA Engineer

[04/2024 – 11/2024]

Contributed to start-up projects by conducting comprehensive end-to-end testing for both web and mobile applications. Leveraged manual testing methods to ensure functionality and user experience while also implementing test automation using Cypress to streamline regression testing and improve efficiency.

 **Upwork** – Sarajevo, Bosnia and Herzegovina

AI Marketing Researcher

[03/2024 – 08/2024]

Worked with artificial intelligence to analyze market trends, customer behaviors, and data-driven insights. Also worked on developing innovative strategies that enhanced marketing performance and optimized campaigns. Created basic chatbots using Python and evaluated client satisfaction by comparing their performance with other chatbot solutions, driving customer experience and engagement improvements.

 **Tech 387** – Sarajevo, Bosnia and Herzegovina

QA Engineer

[01/2023 – 01/2024]

As a member of the QA team, I undertook rigorous manual and automated end-to-end testing for both web and mobile applications. I played a role in backend testing, consistently leveraging AWS services and GraphQL to ensure robust functionality. Furthermore, I made significant contributions to test automation and process efficiency by developing Python scripts.

 **VAVO Studio** – Sarajevo, Bosnia and Herzegovina

Facade Designer

[01/2022 – 04/2022]

Gained architectural experience in Inventor and AutoCAD, tackling various design challenges in facade design.

 **Omladinsko udruženje REaktiv** – Zenica, Bosnia and Herzegovina

Public relations manager & Social media manager

[03/2021 – 08/2021]

Led Public Relations and Communications efforts for six months, managing media outreach and crafting compelling stories to highlight the NGO's impact. Oversaw social media channels, transforming everyday moments into engaging content and optimizing performance through a strong understanding of digital platforms. Combined creativity with technical fluency to drive visibility and engagement, bringing a unique blend of strategy, storytelling, and flair to every initiative.

 **Upwork** – Zenica, Bosnia and Herzegovina

Social media Manager

[06/2020 – 06/2021]

Managed social media strategies for over five Instagram accounts/clients for a year, using a diverse toolkit to create and schedule engaging, platform-optimized content. Leveraged Hootsuite and Buffer for efficient post scheduling, while utilizing Canva and Adobe Spark to design visually impactful assets that captured audience attention. Applied insights from Google Analytics to guide content strategy and optimize engagement. Combined creative vision with analytical skills to deliver a strong, consistent digital presence tailored to each client's brand.

 **Upwork** – Zenica, Bosnia and Herzegovina

2D & 3D modelling in Solidworks and 2D drawing in AutoCAD

[08/2019 – 04/2021]

Worked extensively with 2D and 3D modeling tools, using AutoCAD and SolidWorks to transform concepts into precise technical drawings and detailed virtual prototypes. Created accurate blueprints in AutoCAD, ensuring every dimension and element met project requirements, while bringing designs to life in SolidWorks through lifelike 3D models. Blended technical precision with creative problem-solving to support design and engineering processes across various projects.

 **Upwork** – Zenica, Bosnia and Herzegovina

Data entry & Web research

[04/2019 – 09/2020]

Performed data entry and web research with a strong focus on accuracy and efficiency, utilizing tools like Microsoft Excel, Google Sheets, and Salesforce to organize and manage information effectively. Ensured precise data input and maintenance across platforms, while conducting thorough online research to gather valuable insights. Combined fast, detail-oriented work with strong analytical skills to support decision-making and maintain data integrity across projects.

EDUCATION AND TRAINING

Master in Marketing Management(Joint program in cooperation with Faculty of Economic and Business of University of Zagreb)

School of Economics and Business, University of Sarajevo [2021 – 2025]

Address: 71000 Sarajevo (Bosnia and Herzegovina) | Website: <https://www.efsa.unsa.ba/ef/en> | Field(s) of study: Business, administration and law: • Marketing and advertising | Thesis: Analysis of the possibility of using NLP-based chatbots to improve user experience

Bachelor in Mechanical Engineering

Faculty of Mechanical Engineering in Zenica, University of Zenica [2014 – 2021]

Address: 72000 Zenica (Bosnia and Herzegovina) | Website: <https://www.mf.unze.ba/en/> | Field(s) of study: Engineering, manufacturing and construction: • Engineering, manufacturing and construction not further defined | Thesis: Comparative techno-economic analysis of new product production

LANGUAGE SKILLS

Mother tongue(s): Bosnian

Other language(s): English | German

SKILLS

Marketing & Growth

Search Engine Optimization - SEO / Paid advertising & Campaign management / Analytics & Market research

Data & Business intelligence

Data Analysis & Visualization

Tech & Development

Web Development & No-Code Tools / Scripting / Quality Assurance & Testing

Design & Creative

UI/UX Design / Video Editing & Content creation

Business & Productivity

Project & Task Management / CRM Systems / Office Productivity

Engineering Background

Mechanical & CAD Design

DRIVING LICENCE

Driving Licence: AM

Driving Licence: B

HONOURS AND AWARDS

[04/2010] 49. review of Scientific and technical creativity of young people of Zenica-Doboj Canton

Silver Wheel of a technique First place

[10/05/2008] 47. review of Scientific and technical creativity of young people of Zenica-Doboj Canton

Silver Wheel of a technique Second place

HOBBIES AND INTERESTS

Traveling, Books reading, Art, Photography, Theater shows, Movie watching, Football, Hiking, Snowboarding, Hanging out

MANAGEMENT AND LEADERSHIP SKILLS

Critical Thinking, Creativity, Communication, Problem-Solving, Leadership, Time Management & Organization, Teamwork, Goal-oriented, Decision Making, Mentoring, Empathy

All additional education and courses I attended can be seen on my LinkedIn profile.