



+44 7512 260 360
+421 905 263 705

London, UK

misanko.michal@gmail.com

LANGUAGES

English (Fluent)
Slovak (Native)
German (B1)
Spanish (Basic)

KEY SKILLS

Creative Campaign Development
Storytelling and Copywriting
Client Collaboration
Content Strategy and Social Media

CERTIFICATES

Debating

- Top speakers
- National Finals

B1 German Language

- Goethe-Institut

Young Ideas for Europe

- Winner

PASSIONS

Creative AI

- Experimenting with tools like MidJourney, ChatGPT, and DALL-E.

Amateur Theatre

- Lead roles in local productions.

Gaming

- World 11th, EU 4th in "Race to World First" (World of Warcraft).

MICHAL MIŠANKO

CREATIVE STORYTELLER · COPYWRITER

EDUCATION

expected graduation 2025	MSc Data Science and AI for Creative Industries University of the Arts London
2019-2022	BA Advertising University of the Arts London
2011-2013	IB Diploma Gymnazium Jura Hronca

WORK EXPERIENCES

2023-2024 Copywriter / Ideamaker Zaraguza, s. r. o.

- Developed award-winning AI-driven campaigns, including a notable project for Slovakia's largest bank (SLSP).
- Collaborated with cross-functional teams to craft communication concepts for clients like Nestlé and ZSE.
- Wrote compelling copy for TV and digital campaigns, aligning with brand tone and objectives.
- Created client success materials, including case studies and campaign summaries, showcasing measurable results.

2017-2019 Chief of Marketing and Sales Cable, s.r.o.

- Spearheaded the introduction of a new customer service system, improving efficiency and client satisfaction. Organised concerts and events at the venue
- Coordinated promotional events and campaigns, managing client relationships and marketing materials.

2013-2023 Administration PPMax, s.r.o.

- Open hours job - archiving and organising data
- Copywriting for the company website

2017 Author Petit Press, a.s.

- Wrote articles for an online magazine

ACHIEVEMENTS

2024	Young Lions Slovakia Bronze winner in category film and two shortlists in media and print.
2023	Award-Winning Campaign for SLSP Contributed to the development of an innovative AI-driven campaign for Slovakia's largest bank. Collaborated with the creative team on campaign strategy and execution, culminating in multiple prestigious awards and industry recognition.