

MICHAL MISANKO

Creative Strategist | AI & Data Science in Advertising

Phone: +421 905 263 705 • +44 7512 260 360

Email: misanko.michal@gmail.com • **Website:** www.misomisanko.com

Address: Bushey Hill Rd 45A, SE5 8QF, London, UK

PERSONAL PROFILE

Creative strategist with 2 years agency experience creating award-winning campaigns that blend analytical thinking with compelling storytelling. Currently completing MSc in Data Science and AI.

KEY ACHIEVEMENTS

Cannes Young Lions Slovakia 2024 - Bronze Winner (Film)

Tourism campaign for Bratislava selected as only submission for live implementation

Grand Effie Slovakia 2023 - Slovakia's first-ever Grand Effie

Contributed to AI-driven campaign for Slovenská sporiteľňa

Critically acclaimed idea - In-house agency PF for partners

Used water jets to split said Grand Effie into tiny pieces that were given to agency partners

EDUCATION

MSc Data Science and AI for Creative Industries | 2025

University of the Arts London • Dissertation: AI personality prediction using Spotify data

BA Advertising | 2019-2022

University of the Arts London • Upper Second-Class Honours

International Baccalaureate | 2011-2013

Gymnazium Jura Hronca

WORK EXPERIENCE

Copywriter • Digital Ideamaker | 2023-2024

Zaraguza s.r.o.

- Transformed ZSE's (E.ON Group) social media presence by developing storytelling frameworks rooted in audience insight, leading to viral video concepts.
- Developed winning Young Lions tourism concept by identifying insight that tourists want authentic local experiences
- Presented strategic thinking to marketing directors across finance, energy, and consumer goods

Chief of Marketing and Sales | 2017-2019

Wakelake

- Led complete brand repositioning, transforming venue into family-friendly destination
- Created sporting partnerships and coaching programs, building youth engagement ecosystem
- Introduced Quiksilver/Roxy retail lines and managed team of 6

Freelance Data Support | 2013-2025

PPMax s.r.o.

- Website optimization and data management
-

SKILLS

Creative Strategy: Campaign development, consumer insights, brand positioning

Data & AI: Python, machine learning, data visualization

Tools: Adobe Creative Suite, Figma, video production

Languages: English, Slovak, Czech (fluent), German (intermediate)

PERSONAL PROJECTS & EXPERIENCE

Designed and built creative entry for Red Bull Soapbox Race London • Developed custom learning games for children with disabilities • Travelled to 43 countries • Medical training background • Achieved top-tier competitive gaming ranking • Lead role in theatre production