



## Rok Mele

I am a media expert with excellent communication and management skills gained through more than 15 years of work experience in media and marketing. I am looking for an inspiring and career building job opportunity in creative management, that would challenge me professionally and personally and let me grow with the company.



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Date of birth: 21.6.1981 | Nationality: Slovenia

## WORK EXPERIENCE

### Freelancer / Media & Marketing, 10/2019–Now

Freelancer, Vienna (Austria)

🌐 [rokmele.com](http://rokmele.com)

- Media Production Management (spec. in video production)
- Marketing & Social Media Marketing
- Creative lead
- Management, budgeting and controlling of projects
- Strategic planning
- Customer consulting

### Production manager, 01/2019–09/2019

WEST4MEDIA Filmproduktions GmbH, Vienna (Austria)

🌐 [west4media.com](http://west4media.com)

- Lead and Management of various projects
- Creation of concepts and offers
- Budgeting and controlling of projects
- Creative realization of different projects (as producer & director)
- Customer consulting & Billing

### Head of Playful Training, 05/2017–12/2018

ovos media, Vienna (Austria)

🌐 [ovos.at](http://ovos.at)

- Management of the department for eLearning projects
- Completing digital projects (Web, Playful Trainings, Gamification)
- Creation of concepts and offers
- Management, budgeting and controlling of projects
- Customer consulting & Billing

### Head of Motion, 06/2016–03/2017

DigitalWerk, Vienna (Austria)

🌐 [digitalwerk.agency](http://digitalwerk.agency)

- Management of the department for video projects
- Project management and video production
- Providing creative ideas, creation of concepts and offers
- Budgeting and controlling of projects
- Customer consulting & Billing

## WEB Editor / Social Media Manager, 03/2015–02/2016 (maternity leave replacement)

HBO (HBO poslovne storitve d.o.o. (HBO Adria)), Ljubljana (Slovenia)

 [www.hbo.si](http://www.hbo.si)

- Creating and managing content for the official website and Facebook page of HBO Slovenija
- Preparing marketing materials and PR messages for the Slovenian market
- Creating custom visuals for official HBO Adria Facebook pages (HBO Adria, HBO Makedonija, HBO Slovenija)
- Customer support and management for the Slovenian market

## General manager / Video producer, 05/2011–02/2015

REAROK - media production, Ljubljana (Slovenia)

 [rokmele.com](http://rokmele.com)

- Production of promotional films, music videos, TV commercials, coverage of events (shows, business events, entertainment events, ...) as well as graphic design, media / marketing consulting and journalistic / editorial services.
- incl. lecturer/teacher of Film and Media in the Multimedia technician program on EGSŠ Radovljica (advanced secondary education).  
[www.egss.si](http://www.egss.si) Duration: 09/2012 - 02/2015

## Media producer, 07/2008–04/2011

Adria Media Ljubljana, Ljubljana (Slovenia)

 [www.adriamedia.si](http://www.adriamedia.si)

- Media producer and project manager for Adria Media Ljubljana, a publishing house with a portfolio of the most important national and international magazine trademarks including: Cosmopolitan, Elle, Playboy, Story, ...

## Editor / Journalist, 12/2007–06/2008

Nevtron & Company, d. o. o., Ljubljana (Slovenia)

 [www.racunalniske-novice.com](http://www.racunalniske-novice.com)

- Editor and journalist for the website and magazine Računalniške novice (Computer news).

## Media producer / TV producer, 12/2005–11/2007

Čarli TV, Ljubljana (Slovenia)

- Producer of TV shows, AV editor and journalist for Čarli TV, a Slovenian TV channel focusing on music videos and shows.

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## PROJECTS

1

### "Game of Thrones" web and social media campaign

Conception, planning and producing of marketing & PR materials for the online campaign of the fifth season of the HBO series "Game of Thrones" and other HBO content for the Adria region.



2

### "KIA Stinger - Milano Launch Event" promo video

Interview lead and producer of the promo video of the launch of the KIA Stinger in Milano for Kia Motors Austria. Link: <https://bit.ly/31tw5Yw>



3

### "Das sind Wir!" docu-series

Conception and production of the "Das sind Wir!" documentary series for the Blühendes Österreich foundation, an initiative of the REWE Group. Link: <https://bit.ly/2CNS2ad>



4

### "Planet Earth First!" viral video

Conception and production of the "Planet Earth First!" viral videos for Greenpeace. Link: <https://bit.ly/2Vw9syF>



5

### "Zumtobel: Lighting Innovations" image film

Conception and production of the "Zumtobel: Lighting Innovations" image film for the Zumtobel Group, an international lighting group. Link: <https://bit.ly/2ZmVLDu>



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## EDUCATION

- 1 BA (Hons) Media Production Management  
Middlesex University, London (UK)
- 2 Multimedia Engineer, Media Production  
Institute and Academy for Multimedia, Ljubljana (Slovenia)
- 3 General qualification for university entrance (Gymnasium)  
Gimnazija Franca Miklošiča Ljutomer, Ljutomer (Slovenia)



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## Languages

First language: Slovenian

Other languages:

- English ✓ C2
- German ✓ C2
- Croatian ✓ C2
- Serbian ✓ C2
- Spanish ✓ B1

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## Digital competence

- ✓ Adobe Creative Cloud (Photoshop, Premiere Pro, After Effects)
- ✓ Facebook Business Manager (managing of Facebook pages)
- ✓ Microsoft Office (Word, Excel, Powerpoint)
- ✓ Project management (10,000ft, Asana, Atlassian, Basecamp)
- ✓ CMS (Wordpress, Drupal, Django)
- ✓ HTML / CSS (basic understanding)
- ✓ Windows & macOS

Levels: A1 and A2: Basic - B1 and B2: Independent - C1 and C2: Proficient

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## Driving license

- Categorie AM
- Categorie B1
- Categorie B
- Categorie G

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## Hobbies

- Basketball
- Fitness
- Muay Thai (Thai boxing)
- Surfing

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## Interests

- Film
- Photography
- New Media
- Technology

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## WORK & PROJECTS

You can find out more about my work, the projects I successfully completed and me personally on my website: [rokmele.com](https://www.rokmele.com)

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