



Rok Mele

I am a media expert with excellent communication and management skills gained through more than 12 years of work experience in media and marketing. I am looking for an inspiring and career building job opportunity in creative management or marketing, that would challenge me professionally and personally and let me grow with the company.



🌐 rokmele.com

✉ mele.rok@gmail.com

📞 +436642365814

📍 Kandlgasse 38/20, 1070 Vienna, Austria

Date of birth: 21.6.1981 | Nationality: Slovenia

WORK EXPERIENCE

Head of Playful Training, 05/2017–Today

ovos media, Vienna (Austria)

🌐 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

- 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

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

🌐 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 (Slovenija)

🌐 rearok.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.

Teaching professional / Film & Media, 09/2012–02/2015

EGSŠ Radovljica, Radovljica (Slovenija)

🌐 www.egss.si

- Teacher of Film and Media in the Multimedia technician program on EGSŠ Radovljica (advanced secondary education).

Project coordinator / Journalist, 10/2011–01/2012

PM, poslovni mediji, Ljubljana (Slovenia)

 www.p-m.si

- Project coordinator on various marketing projects
- Video production expert
- Writing of articles on various topics (Content Marketing)

Media producer, 07/2008–04/2011

Adria Media Ljubljana, Ljubljana (Slovenia)

 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

- Editor and journalist for the website and magazine Računalniške novice (eng. 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.

PROJECTS

1

"Game of Thrones" web and social media campaign

Conception and planing of the online campaign (as part of the marketing team of HBO Adria), producing of marketing, PR materials and online contests for the fifth season of the HBO series "Game of Thrones" for the Adria region. Link: www.hbo.si



2

"DominicThiem - Der schmale Grat" promo video

Conception and production of the promo video with the Austrian tennis player Dominic Thiem for Kia Motors Austria. Link: <https://goo.gl/ijH4S9>



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://goo.gl/nBh7Cw>



4

"Planet Earth First!" viral video

Conception and production of the "Planet Earth First!" viral videos for Greenpeace. Link: <https://goo.gl/RFfc74>



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://goo.gl/fQsxnY>



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)



PERSONAL AND WORK SKILLS

- Management (several realized projects in media and marketing)
- Creative (creative lead of several projects, management or mentorship for creative projects)
- Team Player <-> Team Leader (excellent as a part or as a leader of a team)
- Marketing / PR / Social-Media (work experience in advertising agencies and marketing departments)
- Multimedia productions (work experience in all areas of media production)
- Editor / journalist (editing websites and magazines, published several articles online and in print)

Languages

First language: Slovenian

Other languages:

- English ✓ C2
- German ✓ C2
- Croatian ✓ C2
- Serbian ✓ C2

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

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 OS

Driving license

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

Hobbies

- Basketball
- Jogging
- Muay Thai (Thai boxing)
- Swimming

Interests

- Film
- Photography
- New Media
- Technology

WORK & PROJECTS

You can find out more about my work, the projects I successfully completed and me personally on my website: rokmeme.com
