

MIŠO MIŠANKO

Michal Mišanko / Creative strategist / Advertising + AI

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[Portfolio: misomisanko.com](https://misomisanko.com) · [LinkedIn](#) · [GitHub](#)

THE PERSON I AM

I'm a creative strategist who has worked in copywriting, digital ideas, marketing and sales. I currently make strategic magic at MullenLowe GGK, and I know how to make fun AI things.

People generally say they like my energy. Sometimes I can be too much. It's good for the company I work for, not necessarily for the person who sits next to me.

THE COMPANIES I'VE WORKED FOR

MullenLowe GGK | Creative strategist

2025-present

I work across the whole strategy process: surveys and research, defining the problem, writing briefs, reviewing creative work, and client meetings and presentations. From finding the problem to shaping the solution.

Clients: Volkswagen Slovakia, ČSOB, SPP, Audi, CUPRA and VLK.

[Happy to discuss the work over coffee](#)

Zaraguza | Copywriter / digital ideamaker

2023-2024 · Started as a social media manager

Clients: Slovenská sporiteľňa, ZSE, Popradská káva.

Wakelake | Marketing and sales

2017-2019 · From summer job to full-time responsibility

What started as a part-time summer job during my studies evolved into a full job between my universities. For a year, I had full responsibility for marketing and sales.

We remodelled the product portfolio and shop, started brand collaborations and introduced a new ticketing system. Some of those changes remain functional and profitable to this day.

MORE ABOUT ME

Selected work, schools, skills and a side quest or two.

SOME THINGS I'VE MADE

Young Lions Slovakia 2024 - Bronze, Film. Co-created and scripted a tourism campaign for Bratislava.

[Watch the work](#)

Julo Satinský. Contributed to the AI-powered Slovenská sporiteľňa campaign and curated its public debates.

[See the project](#)

Grand Piece. Conceived and managed Zaraguza's campaign celebrating its Grand Pie (Digital PIE Grand Prix). We turned a trophy into gifts for agency partners. [See the project](#)

AI things. A survey dashboard, MLGGK Flash Newz, a mood-based DJ Bot and a Spotify personality predictor for my MSc dissertation. [Try them](#)

THE SCHOOLS I ATTENDED

University of the Arts London | MSc Data Science and AI for Creative Industries, 2025

Dissertation: personality prediction using Spotify data.

University of the Arts London | BA Advertising, 2019-2022

Upper Second-Class Honours. Finally studying what I do now.

Gymnázium Jura Hronca | International Baccalaureate, 2011-2013

THE SKILLS I HAVE

Strategy & creative: Campaign development, consumer insights, brand positioning, copywriting and presenting.

Computer: I understand a bit of Python. Data analysis, visualisation and creative AI projects; Adobe Creative Suite, Figma and video production.

Languages: English, Slovak, Czech and a bit of German.

SIDE QUESTS

I'm a great presenter (or so I've been told). I also play the lead role in an amateur theatre production, and I led the team and designed an Asterix and Obelix car for Red Bull's London Soapbox Race. [See the side quests](#)