

# MICHAL MISANKO

CREATIVE STORYTELLING ·  
DATA SCIENCE · AI

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## PERSONAL PROFILE

I specialize in brand storytelling, consumer engagement, and digital marketing, contributing to award-winning campaigns and insights-driven brand initiatives. At Wakelake, I led marketing efforts, updated brand positioning, and expanded audience reach. In advertising, I developed social media strategies and contributed to innovative, audience-focused campaigns for major clients like Slovenská sporiteľňa and ZSE.

Currently, I'm advancing my expertise in data analysis, machine learning, and AI applications to bridge creative storytelling with data-driven marketing strategies.



## WORK EXPERIENCE

### Copywriter · Digital Ideamaker | 2023-2024

Zaraguza s.r.o.

- Contributed to an AI-driven campaign for Slovenská sporiteľňa, Slovakia's most awarded bank campaign
- Led the creative direction on pitches, including a pharmacy campaign that received direct client praise
- Developed viral reactive campaigns, such as ZSE's football social media stunt, which was shared by Slovakia's largest meme page

### Chief of Marketing and Sales | 2017-2019

Wakelake

- Rebranded the venue from a party spot to a family-friendly destination, updating marketing and events
- Improved customer experience by implementing a new ticketing system, streamlining bookings
- Drove attendance growth by launching a seasonal marketing campaign, increasing engagement and bookings
- Revamped the in-house store, improving branding and optimizing product selection

### Administrative Assistant | 2013 - present

PPMax s.r.o.

- Assisted in website updates and structured data to improve workflow efficiency
- Designed Excel tools that optimized data tracking and internal reporting



## EDUCATION

### University of the Arts London

expected graduation 2025

MSc Data Science and AI for Creative Industries

### University of the Arts London

2019-2022

BA Advertising

- Upper Second-Class Honours

### Gymnazium Jura Hronca

2011-2013

International Baccalaureate



## ACHIEVEMENTS

### Cannes Young Lions | 2024

- Bronze Winner in Film category
- Shortlisted in Media category

### Grand Effie Slovakia | 2023

- Part of the team behind Slovakia's first-ever Grand Effie
- Contributed to an AI-driven creative campaign for Slovenská sporiteľňa (ERSTE Group)

### Critically acclaimed agency PF | 2023

- Led a project repurposing the Grand Effie trophy into gifts for agency partners



## SKILLS

**Programming & Data Analysis:** Python (pandas, scikit-learn), Data Visualization, Machine Learning

**Creative Tools:** Adobe Creative Suite (Photoshop, Lightroom), Figma

**Marketing & Branding:** Campaign Strategy, Social Media Growth, Market Research, Copywriting

**Creative & Digital Content:** Brand Storytelling, Video Editing, Generative AI Tools (Stable Diffusion)



## FUN FACTS

- Created the **most popular game** at a summer camp
- Competed in the **Red Bull Soapbox Race**
- Played the **lead role** in a local theatre play
- Explored 43 countries** across multiple continents
- Tutored children** with learning disabilities using custom educational games
- Studied **medicine** and worked in a children's hospital
- Ranked **11th worldwide** in WoW's Race to World First