

Vito Veselinovic

You've got the frame. I paint the picture.

My Contact

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☎ +386 41 519 053

📍 Miklosiceva street 22,
1000 Ljubljana, Slovenia

🔗 [Marketing portfolio](#)
[Content portfolio](#)

Skills

- **Marketing & Growth:** Performance, content, CRM, segmentation, funnel strategy
- **Campaigns:** Paid social, Google Ads, influencers, email, native media
- **Creative:** Storytelling, short-form content, video ideation, copywriting
- **Leadership:** Team management, cross-department coordination, process building
- **Tools:** Klaviyo, Meta Ads, GA4, Google Ads, Trello, Figma, Canva, Adobe Suite

Languages

- Slovenian - Native
- English - C2
- Serbo-Croatian - C2

Education

HubSpot Academy Certificates

- Content Marketing
- Social Media Marketing
- Inbound Marketing

AVA - Academy of Visual Arts

Conceptualisation of Space

During my studies, I had works focusing on effects of social media, exhibited at galleries including SEM and Gallery Equina.

About Me

Creative marketing lead with 9+ years of building campaigns that actually connect with people. I combine storytelling, content, and performance into marketing that feels human and drives measurable results.

I've led teams, scaled brands, built processes from scratch, and delivered record sales across multiple industries (travel, spirits, coffee, hospitality...). Big on strategy, even bigger on execution.

Always looking for the next idea that makes people pause, smile, and click.

Professional Experience

Megabon | Head of Marketing

Apr 2025 – Present

Leading all marketing across 5 CEE markets, owning strategy, budgets, and execution to drive revenue growth in a multi-market travel business.

- Lead and mentor a 7-person team, setting strategy, priorities, and workflows across social, email, content, paid, and website operations.
- Own email marketing strategy and CRM direction, introducing advanced segmentation and automation to improve engagement and performance.
- Define media strategy and budget allocation across digital and offline channels, setting funnel logic and campaign priorities, with execution handled by specialist contractors.
- Drive brand tone, messaging, and creative direction across markets, ensuring consistent positioning and stronger customer engagement.
- Delivered record revenue during major seasonal campaigns and introduced AI tools to accelerate content workflows and market research.

Goat Story | Marketing Lead

Mar 2024 – Apr 2025

Led the full marketing function for a global specialty coffee brand known for design, innovation, and strong storytelling.

- Directed brand and product marketing, led packaging rebrands, and refined product presentation across all touchpoints.
- Ran full-funnel campaigns across performance, email, and influencer channels, significantly expanding reach and sales.
- Oversaw website operations to improve conversion, user flow, and overall customer experience.
- Led event marketing at major coffee festivals, strengthening brand presence and on-site conversions.
- Contributed to a record-breaking sales year in 2024 through optimized paid strategy and seasonal campaigns.

Joonglaa | Content Strategist

May 2023 - Mar 2024

Worked across Gen Z-focused digital platforms and client brands, creating content that matched trends, humor, and short-form storytelling.

- Developed cross-platform content strategies that boosted engagement and follower growth.
- Came up with and produced new content formats tailored to Gen Z behaviour and platform trends.
- Helped major brands adapt their content to Gen Z platforms and trends.
- Worked closely with creators, talent, and production teams to deliver consistent, high-quality output.

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More Professional Experience

Freelance | Consultant / Content Strategist

2022 - Present

Worked with brands in craft beer, physiotherapy, coaching, and e-commerce, supporting them with content, social media, and marketing strategy.

- Improved brand visibility and engagement through tailored content and platform-specific creative.
- Supported clients with strategic end-to-end guidance on performance, messaging, and channel optimization, contributing to revenue growth.

Medicofit Clinic | Head of Marketing

Nov 2022 – Apr 2023

Led marketing for a physiotherapy and personal training clinic, focusing on performance, content, and client acquisition.

- Increased website traffic and engagement through paid campaigns and consistent content output.
- Planned and executed digital marketing campaigns that drove a record number of new client sign-ups.
- Developed content and advertising strategies across multiple channels, improving brand visibility and lead quality.

Digitalist d.o.o. | Content Consultant

Jan 2022 – Nov 2022

- Crafted bespoke content strategies, driving brand consistency and audience conversion.
- Led email marketing campaigns and content production across various industries.

Flaviar Inc. | Senior Social Media Manager

Jun 2019 – Jan 2022

Led social media, content strategy, and video production for one of the world's largest online spirits communities.

- Grew the audience by 200% across YouTube, Instagram, Facebook, and TikTok through platform-specific strategy and consistent storytelling.
- Generated \$900K in sponsorship revenue through branded video shows, partner integrations, and campaign collaborations.
- Managed a team running six brand accounts, ensuring aligned tone, creative direction, and growth across channels.
- Created and produced original video formats, including a cocktail show, news show, and whiskey tasting series, used across all company platforms.

Sportina Group | Content Creator

2017 - 2019

Union Hotels Collection | Marketing Associate

2017