

CONTENT CREATION FOR MEMORABLE BRANDS.

by
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ALLOW MYSELF TO INTRODUCE... MYSELF

I bring brands to life with captivating social media strategies and a knack for crafting content people actually want to engage with.

By building communities and delivering real results, I bring a fresh, relatable approach to every project.

Let's create content experiences that stick, spark conversations, and make sure your brand isn't just seen, but remembered.



Just some

SKILLS

No big deal...



Innovative Strategies |
Community Engagement |
Content Creation |
Influencer Collaborations |
Analytics & Insights |

Social Media Strategy

I craft smart, scroll-stopping social media strategies that actually connect with your audience. Maximizing reach, engagement, and brand presence.

Compelling Content Creation

Content that stops the scroll. Whether it's visuals, videos, or storytelling, if it's not engaging, it's not worth posting.

Community Building

A brand is only as strong as its community. I turn followers into fans, fostering relationships, sparking conversations, and making brands feel human.

Influencer Collaborations

I know how to match brands with the right voices. Built successful partnerships with key influencers that drive authentic engagement and real results.

Data-Driven Insights

Gut feeling is great, but I also look at the numbers. Optimizing social media performance with real-time insights that boost engagement and conversions.

Creative Writing

Forget boring captions. I make brands sound like people: approachable, engaging, and packed with personality. Because voice matters.

SOME OF MY FAVOURITE STORIES



01

10 YEARS OF BREWING INNOVATION

Scripted, directed, and executed GOAT STORY's 10-year anniversary campaign. A 5-part video series packed with storytelling, humor, and nostalgia. Result?

The GOAT Mug made a comeback, driving record-breaking sales & engagement while celebrating the brand's evolution.

02

CLIENT'S JOURNEY

Documented real rehabilitation stories, showing the grit, progress, and triumph of clients at Medicofit Clinic.

Authentic storytelling that built trust and resonated with the audience.



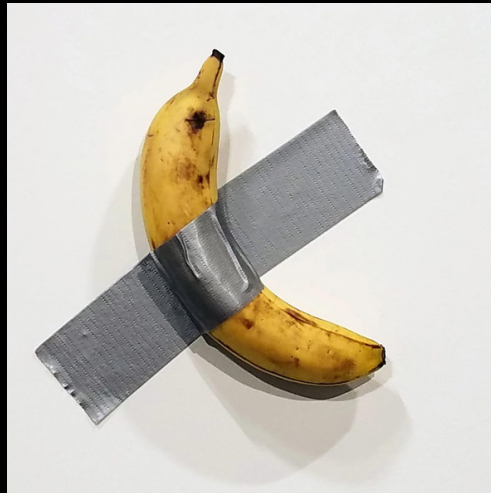
Incorporating pop culture references is a great way to generate buzz

03

POP CULTURE INTEGRATION

Took Flaviar's brand identity to the next level by recreating Maurizio Cattelan's infamous "Comedian" artwork (yes, the banana one) using our product.

Massive engagement & buzz, positioning Flaviar as a brand that's bold, creative, and always in on the cultural conversation.



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04 MEDICOFIT SOCIAL MEDIA OVERHAUL

Revamped Medicofit's entire social media presence with a fresher, cohesive aesthetic. Designed new templates, visuals, and layouts that transformed the Instagram feed.

Result? A stronger brand identity, more engagement, and higher brand affinity.



From this

To This



05 COMMUNITY SHOWCASE

Turned user-generated content into a powerful brand asset, featuring real customers and their experiences.

Created a collaborative space where Flaviar became more than just a brand, it became a community.



BRAND AWARENESS IS KEY

06

BUILDING VIRAL DIGITAL PRESENCE

Built multi-platform digital strategies that hit 35M+ monthly views.

Leveraged trends, storytelling, and high-engagement content to grow audiences and make brands impossible to ignore.



35,057,006

Views

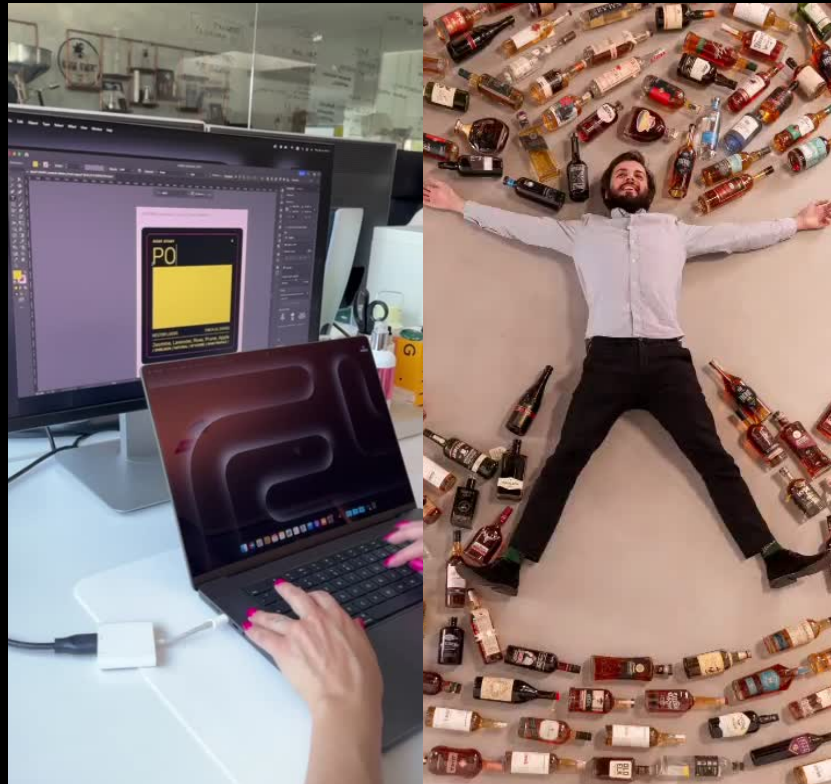
0.7%
Followers



99.3%
Non-followers

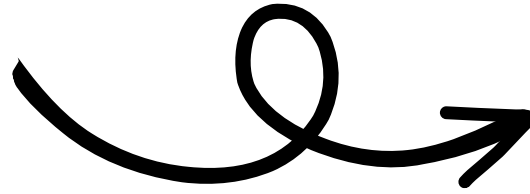
Accounts reached

18,302,873



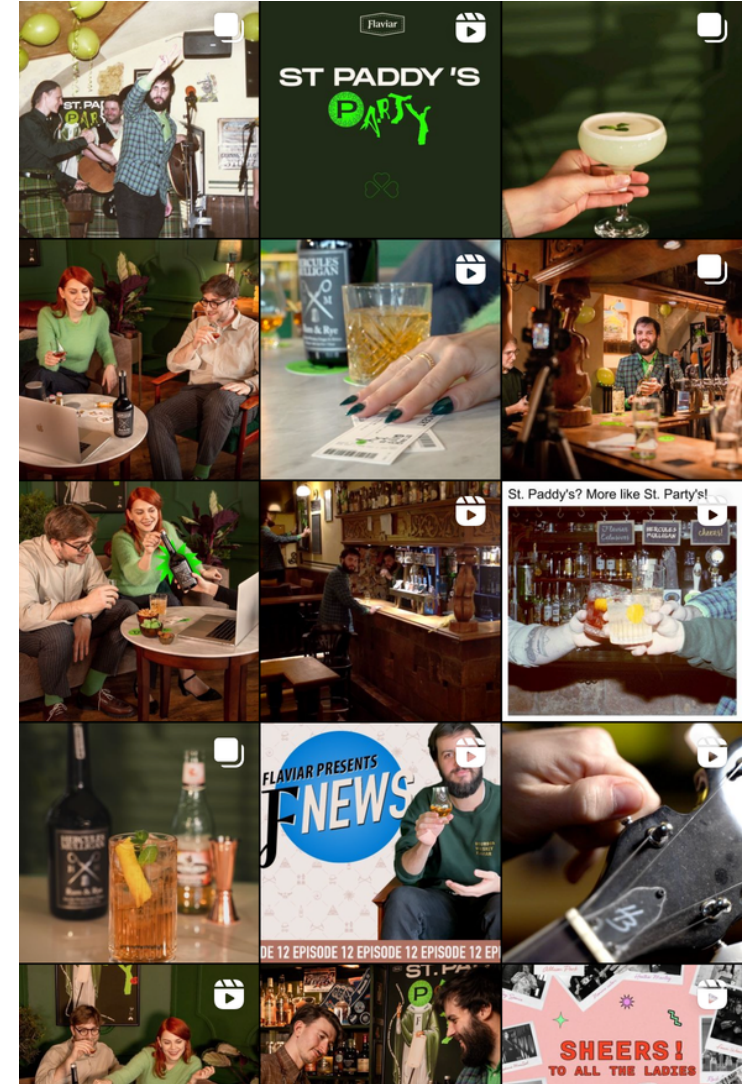
CASE STUDY

Flaviar's Social Media Transformation: Crafting a Spirited Community



The Challenge

Flaviar's social media needed a shift from generic product shots to an engaging space for spirits lovers. The goal? Build a true community, not just another brand account.



THE STRATEGY

I developed a content strategy that focused on storytelling, education, and audience engagement, turning Flaviar's Instagram into a go-to destination for spirits enthusiasts.

HERE'S HOW WE DID IT:

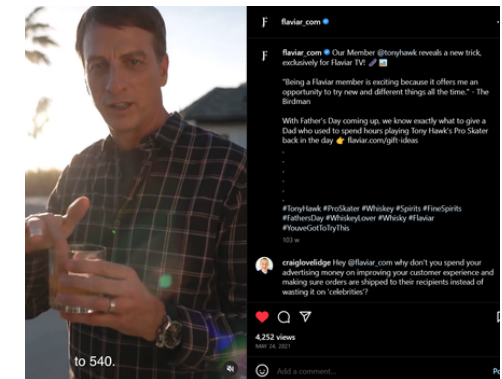
- Community-first approach: Actively engaging with followers through comments, stories, and direct interactions.
- User-Generated Content (UGC): Featuring real customers, making them part of the brand.
- Educational storytelling: Deep dives into spirits history, famous enthusiasts, and expert insights.
- Flaviar News Show: A dynamic video series delivering bi-weekly updates and reinforcing brand presence.

THE RESULTS

- Grew Instagram from 40K to 115K followers in two years.
- Reached up to 1M accounts per month (before Reels), strengthening brand influence.
- Established Flaviar as an authority in the spirits industry, driving higher engagement and a loyal following.

NAVIGATING CHALLENGES

Adapting to major cultural moments, like the Black Lives Matter movement and the COVID-19 pandemic, meant staying agile, relevant, and community-focused. We constantly evolved, refining our approach with fresh content ideas and innovative visuals.



THE TAKEAWAY

Through creativity, community engagement, and educational storytelling, Flaviar's social media became more than just a brand page—it became a thriving hub for spirits enthusiasts.

GET IN TOUCH



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