

DRAGO MLAKAR

Copywriter & Creative director

A: Jurkovićeve 16, 1000 Zagreb, Croatia
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EDUCATION

VISUAL COMMUNICATION DESIGN / ALGEBRA UNIVERSITY, ZAGREB / 2020 - YTD

CANNES LIONS SCHOOL MASTERS OF CREATIVITY / CANNES LIONS / 2016

YOUNG LIONS CREATIVE ACADEMY / CANNES LIONS / 2012

MARKETING COMMUNICATION / FACULTY OF SOCIAL SCIENCES, LJUBLJANA / 2003 - 2008
NO DEGREE AWARDED

ŠKOFIJSKA GIMNAZIJA ANTONA MARTINA SLOMŠKA / MARIBOR / I 1999 - 2003

WORK

CURRENT: Creative advisor / Futura DDB, Zagreb, Croatia / 2021 - YTD
Creative director / andGustav, Zagreb, Croatia | 2020 - YTD

PREVIOUS: Creative director / Pristop, Ljubljana, Slovenia / 2017 - 2019
Creative director / Bruketa&Žinić&Grey, Zagreb, Croatia / 2015 - 2017
Senior Copywriter / Publicis Group, Ljubljana, Slovenia / 2013 - 2015
Senior Copywriter / Bruketa&Žinić&Grey, Zagreb, Croatia / 2012 - 2013
Copywriter / Pristop, Ljubljana, Slovenia / 2006 - 2012

AWARDS & RECOGNITIONS: International: **Cannes Lions Bronze / LIA Silver / Cresta Silver / Epica Bronze / ADC*E Bronze / Eurobest Young Creatives Gold / Red Dot / European Design Awards Silver / Creativity awards Silver / Golden drum finalist / The Cup finalist / Poster house museum / Lurzer's archive / Directory magazine**

Regional: Effie Croatia / Effie Slovenia / Slovenian advertising festival/ Sempl / Diggit / Somo Borac / Croatian advertising awards / Balcannes / Magdalena / Websi / Sporto / ...




KEY CLIENTS HANDLED: Automotive: Renault, Dacia, VW / Telco: A1 (part of Telekom Austria Group), Telekom Slovenia, T-2 / FMCG: Cappy & AdeZ (Coca Cola), Fructal, Ljubljanske mlekarne (part of Lactalis), Podravka, Delamaris, Cockta, Gorenjka / Retail: Lidl, Hofer (Aldi), Mercator, Konzum, Studenac Market, Merkur, Big Bang / Banking: Unicredit Bank, Nova KBM bank / Food: McDonald's / Alcohol: Heineken Croatia, Radgonske gorice / Corporate: Adris Group (Holding company), Petrol, AMZS / Media: Večer newspaper / Public service: Amnesty International, Unicef

RESPONSIBILITIES: My work consists of conceptual creation, the preparation, and the presentation of both strategic and creative solutions. I overview and direct the production of small and large-scale campaigns, leading a broad creative team (up to 15 people on my most busy days). I am in direct contact with the client, and I am the creative lead on my accounts.

JURY DUTY: NY FESTIVALS / AD STARS / SLOVENIAN ADVERTISING FESTIVAL

SKILLS

PROGRAMS: Microsoft office, Keynote, Adobe Creative Suite

LANGUAGE: ENGLISH  GERMAN  CROATIAN 

KEYNOTE SPEAKER: Slovenian Advertising Festival / Weekend Media Festival / Diggit / Fanfara