

Andrej Slaninka

Marketing strategy | Brand marketing | Digital

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Experience

Streaming & OTT Service Oneplay
TV Nova (CME) | Czech Republic, Prague

Brand Manager Digital (CZ)
05/2024 – Present
Oneplay.cz (formerly Voyo.cz)
Planning & management of campaigns,
brand strategy for Voyo and Oneplay

Streaming Service Voyo
Markíza (CME) | Slovakia, Bratislava

Brand Manager Voyo (SK)
05/2023 – 04/2024
Planning & management of campaigns,
brand strategy

Public Relations Manager Voyo
02/2022 – 04/2023
Public relations activities, crisis
communication strategy, events

Marketing Agency GreenTalk
Slovakia, Bratislava

Online Marketing Strategist
03/2021 – 01/2022
Building online marketing strategies,
online campaigns management, analyses

Multimedia Specialist
07/2020 – 02/2021
Graphic design, UX, CX analysis, online
campaign, web development

Slovak National Theatre
Slovakia, Bratislava

Project & Production Manager
04/2018 – 08/2020

Web Developer & Designer
02/2016 – 06/2020

Education

Slovak University of Technology
Academic Accreditation of IET

Master degree
2018 – 2021
Intelligent Software Systems
Faculty of Informatics
and Information Technologies

Bachelor degree
2014 – 2018
Informatics
Faculty of Informatics
and Information Technologies

Awards

Microsoft Imagine Cup 2018
World Competition by Microsoft
Czech Republic and Slovakia
National Finals Winner & European
semi-finalist

ADC Špempel 2017
by Art Directors Club Slovakia
Winner of the Young Creatives
competition. Internship at marketing
agency Zaraguza based on the award

Interests

Digital Innovations
Video shooting, Production
Movies & Series
Education
Travel

Personal Skills

Analytical Skills

Creative Skills

Communication Skills

Managing Skills

Expertise

Research & Analyses

Strategy & Planning

Brand Activation

Campaign Management

Others

Adobe Creative Cloud Apps,
Microsoft Office365, Monday,
Asana, PowerBI, Driving license

Languages

Slovak | native

English | advanced

Czech | advanced

French | elementary