



Miha Joseph Mulec

DATE OF BIRTH:
07/09/1993

CONTACT

Nationality: Slovenian, American

Gender: Male



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WORK EXPERIENCE

01/04/2016 - CURRENT

chief executive officer

MG4H

MG4H is a boutique digital marketing agency, focused on finding & telling our clients unique stories through social media, PR & creative campaigns.

Some noteworthy projects:

- Re-branding & website development <https://www.solopex.com>
- Designing & testing a new sales funnel for ABC Accelerator
- Re-branding for Instrumentation Technologies
- A media outreach campaign spanning 13 european countries for ScaleIt Ltd.
- Marketing consulting work for Cafelier d.o.o., which resulted in a large uptick in sales.

Ljubljana, Slovenia

01/10/2016 - 01/04/2018

business developer

Instrumentation Technologies - Project Cella

Cella is a young startup at the forefront of bioimpedance spectroscopy. I helped them find an audience, designed the marketing strategy, lead branding & product design efforts & assisted with marketing tasks for their initial market entry.

Solkan, Slovenia

01/10/2015 - 01/10/2016

chief executive officer

Digital, not physical

Digital, not physical was a marketing agency, which helped clients through their initial digital marketing transformation efforts. We focused on direct advertising & social media.

Noteworthy clients:

- Suzuki Slovenija - Social Media.
- Subway Slovenija - Franchise development lead acquisition through SEM.
- Toyota Adria - Influencer marketing for Prius & CH-R launches.
- Magistrat International - Social media for sub-brands (Blink & Isostar).

Ljubljana, Slovenia

01/01/2013 - 01/10/2015

chief executive officer

Venxly d.o.o.

Venxly was my first start-up company. We created a mobile advertising platform with industry-leading geo-targeting technology & a revenue-sharing model to increase user engagement with ads. The result was engaging ads that were useful to the user. When we we're in business we prepared & executed ads for over 100 slovenian companies with an average user engagement rate of over 72%.

Ljubljana, Slovenia

LANGUAGE SKILLS

MOTHER TONGUE(S): Slovenian | English

German

Listening
A2

Reading
A2

Spoken
production
A2

Spoken
interaction
A1

Writing
A1

DIGITAL SKILLS

Basic Python | Web development | Scraping | Javascript | WordPress | PHP | jQuery | moderate knowledge in HTML CSS

ORGANISATIONAL SKILLS

Organizational skills

- Ability to manage both IT & creative team members
- Agile project management & scrum
- Business & Marketing Strategy/Planning
- HR
- Outsourcing

COMMUNICATION AND INTERPERSONAL SKILLS

Communication & inter-personal skills

- Good communication skills
- Mentorship experience (start-up & marketing consulting)
- Good stage presence (years of pitching & seminar experience)
- Ability to communicate with large audience through marketing activities

PROFESSIONAL SKILLS

Professional skills

- Marketing Strategy
- Branding
- Management of small-medium size teams
- Digital Marketing
- Social Media
- Content marketing
- Copywriting
- Basic photo & video editing skills
- Web analytics & market reserach
- Development (Python scripting & work automation)
- Website Development (HTML, CSS, Javascript/jQuery, PHP, Django)
- PR & media outreach
- MS Office (as well as Apple & Linux equivalents)
- Adobe Photoshop, Illustrator & Premier