

Vladimir Lakobrija



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Vast experience managing the creative process from conception to completion.

Recognized for delivering successful media productions according to schedule, budget and content standards.

Core Competencies

- Production Management
- Media Production
- Content Creation
- Branding & Identity
- Project Management
- Contract Negotiations
- Account Management
- Client Communications
- Art Direction
- Advertising Promotion
- Video/Audio Production
- TV/Film Production
- Filmmaking/Directing
- Broadcast Programming
- Vendor/Supplier Management
- Public/Influencer Relations
- Team Building & Leadership

Education

- Master of Business Administration - Media Management, University ALFA, SremskiKarlovc, Serbia (2010)

Personal Details

- Nationality: Serbian (Europe)
- Date of Birth: 27th Nov 1980
- Languages: English, Serbian, Croatian, Montenegrin & Bosnian
- Driving License: Active Driver - B Category Driving License (UAE & International)

Creative Producer/Director | Media Production Manager

Creative, energetic and results-driven Creative Producer, Director and Media expert with over 22 years of extensive experience working with Creative Agencies and Media productions, with hands-on expertise in creative direction, content marketing, branding, campaigns and promotions. Expertise in providing thought leadership for seeing through the entire creative workflow, assets and high-end projects.

Profile Summary

- ⇒ Proven skills in end-to-end management of media production teams.
- ⇒ Proficient in interacting and negotiating with clients, developing concepts according to client needs, developing a creative team, managing budgets and managing the process of pre-production, production, and post-production.
- ⇒ Skilled in the development of promotional strategic plans, multi-media marketing plans, promotional campaigns as well as general programming promotion.
- ⇒ Effective leader with exceptional customer service skills and ability to work calmly and effectively with a wide range of people, including production staff, customers, conference/event organizers, editors, etc.
- ⇒ Ability to inspire and collaborate with a team of producers, creative editors, graphic artists and clients in the development of content that is engaging, entertaining, on message and on brand.
- ⇒ Technical Skills: Video Cameras, Lighting, Editing (Adobe Premiere, After Effects), Photoshop, Broadcasting, Livestream, Podcasts

Special Mention

- ⇒ Successfully managed various campaigns for Government entities such as the Ministry of Presidential Affairs - UAE, Environmental Agency - Abu Dhabi, ENEC, the Department of Health, etc.
- ⇒ Solid network of video productions, TV, film industry and PR contacts and up-to-date knowledge of industry trends.
- ⇒ Key clientele: Mubadala, Tawazun, ADGM, Actvet, etc.
- ⇒ A Golden Visa holder as a media creative expert.

Work Experience

Third Eye Photo & Media Production LLC, Abu Dhabi, UAE (2017 - Present)

Creative Producer and Production Manager

- Superintend a dynamic creative and production team, mentor and empower them to bring game-changing ideas to life, be the driver for transformational and award-worthy creative work.
- Oversee the production of creative projects by working with a variety of different teams, from writers and directors to actors and designers, to ensure that everything comes together in a cohesive, compelling way.
- Plan, develop & execute marketing campaigns for international and MEA clients.
- Manage the entire production process of films and commercials including all aspects of production including casting, location scouting, equipment rental and contacting vendors for services.
- Liaise with clients, ECDs, directors, writers, strategists, projects managers, editors and animators to ensure that the project is delivered within budget and time, and at the highest possible creative level.
- Communicate effectively with producers, directors, editors, cinematographers, and other team members to ensure that projects are completed on time and within budget.
- Work strategically with the senior management and forge creative leadership to ensure work is delivered with the highest levels of creativity and production value, and that it meets or exceeds industry standards.
- Work collaboratively and effectively with a range of partner organizations throughout the production process, from ideas development to scripting, editing, and final delivery.

EasyShave Media Solutions, Abu Dhabi, UAE/Novi Sad, Serbia (2014 - 2017)

Founder/Creative Director

- Established the media production company to provide best media solutions to clients including media production, marketing & advertising, photography, web/graphic design, etc.
- Provided leadership to creative and production teams to develop creative ideas for different campaigns & advertisements.
- Planned, organized, secured and managed resources to ensure successful completion of project goals and objectives.
- Directly managed large, high-profile customer accounts, established and developed sustainable, long-term business relations with them through sales meetings and interactions to ensure delivery of a quality opportunity pipeline.
- Managed all the social media accounts of the client's company, oversaw the social media performance of the delivery team to enhance brand awareness across social media platforms.
- Oversaw the performance of copywriters, artists, graphic designers, photographers and other members of the creative team in developing advertisements.
- Improved and managed company branding, increased client engagement and communications with creative social media, email, mobile or local marketing campaigns.

ADC Ltd. Consulting & Advertising Company, Novi Sad, Serbia (2005 - 2014)

Associate Creative Producer and Director

- Supported the Creative Director with the development of strategies and monitoring the performance of creative teams.
- Built, led and reviewed work of the creative team (including art directors, copywriters, content strategists, graphic artists and various designers) in the production of music videos, films, TV shows and commercials.
- Defined and implemented the creative strategies for on-air content promotions and marketing brand campaigns, etc.
- Acted as creative lead for all projects, partnering with clients, producers, editors, graphic artists, and sound designers to achieve the finished product.
- Distilled abstract business concepts and client needs into refined, elegant creative solutions.
- Managed creative projects from intake to client delivery including monitoring schedules to ensure timely project delivery; assisted post-production manager in creating budgets and post-production schedules.
- Managed media productions to meet quality, cost and timing specifications.
- Provided creative approval on all channel branding, marketing and promotional materials.
- Developed and maintained healthy relations with clients, film makers and production companies.

RES Media Production, Novi Sad, Serbia (2009 - 2012)

Director and Development Manager

- Led and managed the production team in all project aspects including editorial, design, production, digital marketing and social media campaign execution and technical development.
- Developed and produced/directed various media production projects; ensured effective review of content throughout the production cycle.
- Directed and produced interactive multi-media products and videos to be seen on a variety of media, including broadcast television, internet and live presentations.
- Collaborated in the creative design and media production process to effectively communicate the intended message and engage internal stakeholders.
- Oversaw the media production process, team workload, and budget management of external resources; planned and organized production schedules & production budgets ensuring milestones are met throughout the project.
- Managed the acquisition of state-of-the-art production equipment and ensure the proper set-up, use and maintenance of production areas and equipment
- Developed, recommended and administered policies, procedures and processes in support of media production technology operations; implemented and monitored compliance with approved policies, procedures and processes.

Previous Work Experience

- Digital Video Production Lecturer, Play Media, Novi Sad, Serbia (2010 - 2011)
- Professor's Assistant, Faculty of Management (FAM), Novi Sad, Serbia (2007 - 2009)
- Journalist/TV Reporter, City TV Apolo, Novi Sad, Serbia (2001 - 2006)