

Antonio Kolakovic, *B.A.*

Marketing graduate translating brand insight into identity and communication.
Experience in positioning, visual branding and campaign concepts.

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Innsbruck, Austria · Open to relocation



01 / PROJECTS

• AI-assisted brand systems

INDEPENDENT INITIATIVE · CURRENT PROJECT

Developing AI skills and templates for small teams, guided by brand positioning, tone of voice and design rules. Tested outputs across my portfolio, CV and cover-letter template, refining prompts and brand rules through human review.

JuiceCup · Brand & digital experience

INDEPENDENT SHOPIFY PROJECT · 2021-2022

Independently built and ran a Shopify store for a portable blender. Developed the visual identity, store pages and product copy, and managed paid social, creative tests and customer service.

Brand identity & campaign concepts

UNIVERSITY TEAM PROJECTS · FH KUFSTEIN / UC3M

Looplyst: naming, visual identity and tone of voice.
Patagonia: brand analysis and podcast concept.
mymuesli: customer journey and campaign concept.

Research & strategic recommendations

UNIVERSITY TEAM PROJECT · FH KUFSTEIN TIROL

Developed a SWOT based on DACH benchmarking and analyzed five expert interviews in MaxQDA. Contributed to recommendations for the positioning of the university's marketing degree.

02 / PROFESSIONAL EXPERIENCE

Motel One Group

WAITER & BARTENDER · MAR 2023-AUG 2025

Delivered consistent guest service in an international environment, responding to individual customer needs.

WIFI der Wirtschaftskammer Tirol

DIALOGUE MARKETING · JUN 2022-JUL 2023

Customer communication, CRM and feedback analysis.

Graphic design internships

Kompass Karten GmbH · Jul-Aug 2017
Digital Express · Jul-Aug 2016
Layout, image editing and print production.

03 / EDUCATION

B.A. Marketing & Communication Management

FH KUFSTEIN TIROL · 2023-2026

Thesis: brand purpose and consumer perception.
Experiment · 222 participants
Grade: 100/100

International exchange

Universidad Carlos III de Madrid
Business & Economics
SEP 2025-JAN 2026

University of Innsbruck

Business & Economics studies
SEP 2021-MAR 2023

Higher Technical College

Graphic & Communication Design
DIPLOMA · 2015-2020

04 / FOCUS & TOOLS

Brand positioning · Identity
Naming · Tone of voice
Campaign concepts · Copy
Customer journeys · Research

Illustrator · InDesign · Photoshop
Canva · Excel · PowerPoint
SPSS · MaxQDA
Meta Ads · TikTok Ads
AI-assisted workflows

05 / LANGUAGES

German & Croatian · Native
English · C2 Spanish · B2