

Curriculum Vitae

Mario Pavlica

Personnel Details



First Name: Mario
Surname: Pavlica
Address: Leipziger Straße 41
10117 Berlin, Germany
Mobile: +49 (0)170 803 45 00
E-mail: mario.pavlica@gmail.com
WEB: www.mariopavlica.com
Date of Birth: 26. August 1972
Place of Birth: Berlin / Wilmersdorf
Family status: single
Nationality: German







Work Experience

2011 - 2013
www.prosiebensat1.com

ProSiebenSat1 TV Deutschland GmbH

Position: Senior Product Manager

Department: Central Marketing - Factual Entertainment
Responsible for the newly created Content area Reality SAT.1
Control on-and off-air design / promotion include:

-  Baby-Alarm!
-  Julia Leischik sucht - Bitte melde dich
-  Land sucht Liebe
<http://www.sat1.de/tv/land-sucht-liebe>
-  25 Jahre Frühstückfernsehen (2012) - Crossmediale Kampagne
-  Gefahr aus dem Netz - Der SAT.1 Thementag - crossmedia camapaign
<http://www.sat1.de/gefahr-aus-dem-netz>
-  Patchwork Family - crossmedia camapaign
<http://www.sat1.de/tv/patchwork-family>
<http://www.facebook.com/UnserePatchworkFamily>

Awards/Nominations

2013 PromaxBDA EUROPE AWARDS
Best Documentary or Factual Entertainment Promotion finalist
SAT.1 - Land sucht Liebe
2012 PromaxBDA EUROPE AWARDS
Best Reality Docu-Drama Promotion Silver
SAT.1 - Baby Alert!
<http://prod.promaxbda.org/VideoReview.aspx?s=64023&emid=674ab0e2ea7243d>








2009 - 2011

**ProSiebenSat.1 Deutschland GmbH
(formerly German Free TV GmbH)**

Position: Product Manager

Department: Central Marketing - Factual Entertainment

Department: Central Marketing - Factual Entertainment
responsible for the area Factual Entertainment of the TV
channel SAT.1. On/off control air design and promotion e.g.:

-  SAT.1 Frühstücksfernsehen / Redesign on Air / off Air
-  AKTE
-  Eins gegen Eins (Talk)
-  Die Superlehrer
-  STARS&stories
-  N24 Internetstick
-  Leading the Channel redesign (N24) and Show redesigns (Das SAT.1 Magazin, 24 Stunden, STARS&stories)

2008 - 2009

German Free TV GmbH

Position: Product Manager

Department: Central Marketing - Factual Entertainment

September 2009, strategic planning, management, design/briefing of the entire on-air, off-air promotion and brand management for N24 (News Broadcaster), and strategic planning, coordination, design/Briefing on-and off-air promotion for the docutainment area of Family TV broadcaster SAT.1.

2004 - 2008

www.n24.de

N24 Gesellschaft für Nachrichten- und Zeitgeschehen mbH

Position: Product Manager

Department: Marketing/PR/Communications

Strategic planning, coordination, design / Briefing On Air promotion, individual development of promotional ideas, Coordination of off-air campaigns, ads, advertising. Support at events and collaborations. Care of the N24 presentation at the multi-station advertising customer event "The Big Picture" 2006. Conceptual design, branding of new channel site at Potsdamer Platz.

2001 - 2004

www.n24.de

N24 Gesellschaft für Nachrichten- und Zeitgeschehen mbH

Position: Marketing / Communications Assistant

Department: Marketing/PR/Communications

Support to the Department in all administrative tasks.
Independent projects in marketing and PR.
Creating press releases. Maintenance of intranet and press portal.
Organization of press conferences. Coordination and design of the on air promotion.

Education and Qualifications

- 2012 Education IHK Munich
Degree: Online Marketing Manager
- 2002 – 2005 Evening study marketing communications economist,
Volkswirtschaftsakademie Berlin (VWA)
Degree: Marketing Communications Economist
- 1999 Croatian culture and language studies,
Philosophy University of Zagreb / Croatia
*Diplom Croatian language
(Study skills in Croatian University for non-native speakers)*
- 1994 – 2000 Studying English and history,
Humboldt University of Berlin
- 1992 – 1993 Intensive English
Abroad / Home stay Clermont / Florida / USA
- 1989 – 1992 Theodor-Heuss-Gymnasium Berlin
Degree: Abitur

Internships and community service

- 2001 N24 Marketing GmbH
Position: Intern
- 2001 ProSiebenSat.1 Media AG Event Management
Position: Intern
- 1994 – 1996 Social Worker (while studying)
Position: Freelance
- 1993 – 1994 Fürst Donnersmarck Foundation, Berlin
Position: Zivildienstleistender

Special Skills

Fluent English written and spoken
Croatian fluent in spoken and written
Windows, Apple/Mac, MS Office
Address databases (ProAdress, Zimpel)
Application programs ProContent, ProWeb,
Imperia, TEP, ProMefo
Photoshop

Interests and Hobbies

Marketing, design and modern communications, Media Business,
Online & mobile marketing, social media management, film, U.S. fictional
series, Fantasy fiction, modern art, cartoons/comics