



Sandro Melia

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Award-winning Marketer, Digital Creative Director, Product / Game Designer, Entrepreneur, and UX expert with fifteen years of industry experience.

EXPERIENCE

Head of Digital Banking

2022 to Present

ProCredit Bank Georgia / Development-oriented commercial bank. Part of ProCredit group.

Tbilisi, Georgia

Developing a brand new and innovative banking platform for one of the most digitally native markets in the world. That's one hell of a job to be honest.

Leading and overseeing digital product, design and engineering teams in order to plan, develop and effectively market the product.

Maintaining close contact and consulting the top management team to keep them informed and up-to date with ongoing transformation processes.

Marketing & Product Development Director

2020 to 2022

Global Finance Service / Leading software service provider, catering the needs of companies such as Barclays or Cashflows

London, United Kingdom

Developing a product vision, strategy and roadmap from inception to completion.

Defining and driving execution of yearly marketing strategy and integrated marketing plan according to relevant KPIs, while controlling the measures to achieve the objectives set.

Leading and overseeing marketing, product, design and engineering teams in order to plan, develop and effectively market the product.

Maintaining close contact with the client company stakeholders, in order to acquire deeper understanding of their business processes and provide appropriate, tailored product solutions.

EXPERIENCE

Creative, Marketing & Product Director / Co-founder

2015 to 2019

Golden Fox / Indie Game Development company

Tbilisi, Georgia

Led development and design teams to conceptualize and implement engaging characters, features, mechanics, systems and modalities of the game.

Developed company vision and strategic directives, while overseeing the translation of the directives into goals and results.

Defined commercial vision and monetization plan for the game through analyzing available market data, conducted internal and external studies, as well as consumer behaviours of competitive titles.

Visiting Lecturer in Marketing, Concept Art, UI/UX, Digital Story Telling

02/2016 to 03/2018

Georgian Institute of Public Affairs (GIPA)

Tbilisi, Georgia

Product Director / Co-founder

2014 to 2015

TAXITUBE / Creative, modern and mobile outdoor advertising solutions

Tbilisi, Georgia

Created innovative solution to cater the needs of the specific B2B segments, while driving adoption and revenue growth through product optimization and pricing.

Headed quality insurance, engineering, development and marketing teams.

Analyzed product performance, market landscape and competitors, in order to drive enhancement.

Created and guided overall product development and B2B marketing short-term and long-term strategies.

Creative Director

2011 to 2014

Liberty Bank / The third largest Georgian bank, with the largest network of branches in the country

Tbilisi, Georgia

Developed, planned and delivered a creative vision pertinent to the organizations short-term and long-term strategy.

Led the creative team of art directors, copywriters and designers in order to develop advertising and promotional campaigns consistent to the strategic vision.

Pitched and presented creative concepts for digital, product launch, video, outdoor or 360-degree

EXPERIENCE

Digital Director

2014 to 2015

WINDFOR'S / Leading full service communication agency in Georgia
Tbilisi, Georgia

Part of the agency's core creative team.

Designed and implemented strategies for customers digital ecosystem, including websites, social media, e-commerce and marketing campaigns, while ensuring the consistency of a brand's digital tone and presence.

Led project staff, monitored campaign execution from start to finish and managed campaign budget.

Pitched and presented creative concepts to the top-management of the customer organizations.

Led project and campaigns for companies such as TBC Bank, Likani, Beeline, Silknet, Bank of Georgia, Georgian National Museum and Ministry of Culture and Monument Protection of Georgia.

Digital Director

2011 to 2014

JWT METRO / Former Georgian branch of the world's best-known marketing communications brand
Tbilisi, Georgia

Led digital branding projects of diverse companies by creating digital identification, building a digital brand story and selecting digital channels and content strategy based on consumer data and habits.

Developed and implemented diverse digital, multi-channel advertising campaigns to increase brand awareness, promote product launch or increase sales

Led project and campaigns for companies such as Unicard, Wissol, TBC Bank, Pepsi and Geocell

SKILLS

- Brand Development & Advertising
- SaaS product design & development
- Content Marketing
- Content Strategy & Execution
- Copywriting (Ad, Games, & Product)
- Social Media (Paid & Organic)
- Creative direction
- Art direction
- Advertising Creative (All Mediums)
- UX Research & Design
- Media Planning & Buying
- Creative Sponsorships & New Media
- Game design & script writing

AWARDS**Eurobest - The European Festival of Creativity**

11/2011

GOLD - Integrated campaign led by PR - TBC Deposits

Golden Drum International Advertising Festival

10/2010

SILVER - PR - TBC Deposits

Golden Drum International Advertising Festival

11/2011

SILVER - Events - TBC Deposits

Popok International Advertising Festival

08/2011

GRAND PRIX - TBC Deposits

LANGUAGES

English (fluent), Russian (fluent), German (intermediate), Georgian (native)