



EMA RAUGALAITĖ

BUSINESS MANAGEMENT AND MARKETING STUDENT

ABOUT ME

Hi, I'm Ema currently 1st year student –a passionate marketing enthusiast, entrepreneur, and content creator. From a young age, I've been drawn to creativity, business, and the endless possibilities they bring when combined. I thrive in environments that challenge me, push me to innovate, and allow me to collaborate with like-minded individuals.

EXPERIENCE

“mmavecandles” Business

2021 November - 2024

Business Owner

- Launched and managed a small candle business at age 15, overseeing branding, product development, marketing, and sales
- Built a strong online presence through viral TikTok content, driving consistent sales and customer engagement
- Gained recognition through awards: Best Marketing Choice and Most Sales at multiple business fairs
- Completed the Junior Accelerator Program and Action Coach Young Entrepreneur Program, strengthening business and marketing skills

Freelance

2023 October - now

Social Media Manager & Content Creator

- Various Clients – HopCover, DroneAcademy, Įvaizdžio ir Stiliaus Loftas, Kosmetologė Ernesta
- Developed and executed social media strategies tailored to each brand's goals and audience
- Created high-performing content including posts, stories, reels, and TikToks across Instagram and Facebook
- Managed content calendars, community engagement, and basic analytics reporting
- Edited short-form videos with tools like CapCut and Canva, ensuring brand consistency and audience appeal

ISM Students' Association

2024 September - now

Marketing committee team

- Collaborate with the marketing team to promote student events, initiatives, and campaigns
- Contribute to the creation of social media content, including posts, stories, and reels that gained most views.
- I deepened my knowledge in Adobe Illustrator, Canva, CapCut
- Gain hands-on experience in content planning, event marketing, and team coordination within a dynamic environment

CONTACTS

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EDUCATION

2024 - 2028

ISM UNIVERSITY OF
MANAGEMENT AND ECONOMICS

- Business management and marketing student (bachelor)

2020 - 2024

KAUNAS SAULĖS GYMNASIUM

- Secondary education

SKILLS

- Entrepreneurship
- Social Media Management
- Content Creation & Video Editing
- Marketing Strategy
- Canva, Adobe Illustrator
- Initiative & Self-Motivation
- Communication & Collaboration
- Freelance Experience
- CapCut
- Tik Tok content creation

LANGUAGES

- Lithuanian (native)
- English (C1)