

Milda Lazauskaite

MARKETING PROJECT MANAGER

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Marketing Project Manager with a proactive, can-do attitude and a track record of delivering data-driven, consumer-focused campaigns across the Nordics, Canada, and other European markets. Experienced in managing multi-regional mass media projects, collaborating with cross-functional teams and external partners to support successful market launches and sustained growth. Skilled at balancing multiple priorities, leveraging insights to inform strategy, and driving high-quality outcomes in fast-paced, dynamic environments.

Core Competencies

- **Project Management:** Proficient in managing end-to-end project lifecycles, including initiating, transitioning, and supporting multi-regional projects. Skilled at maintaining attention to detail, meeting tight deadlines in a fast-paced environment, and applying organized problem-solving to overcome challenges.
- **Partner & Account Management:** skilled in building and maintaining trusted relationships with partners and optimizing long-term success through tailored strategies.
- **Data Analysis & Insights:** Experienced in analyzing campaign performance data, tracking key metrics, audience behavior, and campaign performance to drive strategic recommendations. Adept at presenting insights in clear and actionable formats to inform decision-making.
- **Cross-Functional Collaboration:** Strong communicator and proactive collaborator, aligning internal and external stakeholders to execute initiatives effectively, ensuring organizational objectives are met, ensuring follow-ups, maintaining thorough project documentation, and fostering a collaborative environment to achieve common goals.
- **Analytical & Commercial Mindset:** Ability to balance business growth and operational efficiency through data-driven insights and structured problem-solving.

Experience

Marketing and Sales Assistant (internship) |

Apr 2025 - present, Denmark

TechBBQ is Scandinavia's largest startup and innovation summit, dedicated to supporting and strengthening the Nordic ecosystem for entrepreneurship and innovation.

- **Customer Engagement & Sales Support:** Delivered high-quality customer service through email and in-person interactions, ensuring attendee satisfaction during Scandinavia's largest tech startup summit. Supported ticket sales through direct outreach and research, acting as a brand ambassador to drive event visibility and ticket conversion.
- **Cross-Functional Collaboration:** Worked closely with Marketing and Sales teams to implement communication strategies and support event logistics. Played a key role in pre-event setup, on-site registration, and customer flow management, contributing to a seamless event experience.
- **Event Operations & Logistics:** Provided hands-on assistance with on-site logistics during event execution, ensuring smooth registration and efficient attendee service. Demonstrated adaptability and strong organizational skills in a dynamic, high-energy environment.
- **Startup Ecosystem Exposure:** Gained practical experience in the startup and tech innovation space while building relationships with industry professionals, thought leaders, and partners at a high-impact, fast-paced event.

Marketing Project Manager |

Aug 2020 - Mar 2025, Europe

Vinted is a fast-growing technology company developing a digital marketplace for pre-loved fashion powered by over 75 mln. members in 23 countries in Europe and North America on a mission to make the second-hand first choice.

- **Project Management:** Successfully led cross-regional project initiation, planning, and execution while ensuring stakeholder alignment and maintaining a holistic project view to achieve strategic objectives. Adept at managing budgets, meeting tight deadlines in fast-paced environments, and applying structured problem-solving to overcome challenges. Detail-oriented and highly organized, with a track record of delivering projects efficiently.
- **Operational Efficiency:** Develop and execute cross-country mass media strategies (with a focus on Offline media) in Nordics, Canada, collaborating with cross-functional teams (Data, Digital, Production, Brand, and Product) to ensure campaigns aligned with corporate objectives and delivering impactful results.
- **Market Expansion & Growth:** Successfully launched operations in 4 new markets and strengthened growth in 2 existing regions, leveraging deep marketing expertise and understanding of media landscapes in those countries. This resulted in healthy performance, strong user engagement, and steady expansion.
- **Agency Management:** Oversaw the selection and onboarding of external media agencies across multiple countries, ensuring high-quality performance by developing clear briefs, maintaining consistent communication, and providing strategic oversight.
- **Data-Driven Decision Making:** Applied econometric models and data analytics to evaluate campaign impact, identify trends, and deliver strategic recommendations for continuous improvement.
- **Reporting & Insights:** Provided actionable insights into user behavior and campaign performance, ensuring KPIs were met and strategies remained future-focused.

Client Account Manager | Media Agency **CARAT**

Jun 2016 - Dec 2019, Lithuania

- **Achievements:** Drove year-over-year growth in client investments by designing strong strategies and executing successful multi-channel campaigns.
- **Client Relationship Management:** Built strong, trust-based relationships with key clients in the telecommunication, FMCG, and pharmaceutical sectors, leading to high client satisfaction and retention.
- **Strategic Insights:** Delivered market and competitive analyses to adapt campaigns dynamically to evolving client needs and business landscapes.
- **Campaign Execution:** Directed campaigns across multiple channels, ensuring alignment with client goals, adherence to timelines, and maintenance of performance standards
- **Cross-functional Collaboration:** Partnered with internal and external teams to deliver campaigns on time and within budget, achieving client objectives consistently.

Media Planner | Media Agency **CARAT**

Aug 2015 - May 2016, Lithuania

Media Planner | Euroreklama Media Agency

2011 - 2015, Lithuania

Education

Marketing,

Mini MBA with Mark Ritson
2023

Sociology, Bachelor's degree

Vilnius University, Lithuania
2004 - 2008

Tools / Skills

- Microsoft Office (Excel)
- Google Workspace
- SQL
- Looker
- Monday
- Jira
- Trello
- Confluence
- Slack

Courses

First Job Copenhagen

2024

Women Go Tech

2023

Data Science, Code Academy

2020

European Advertising Certificate, EACA

2017

Languages

- **Lithuanian** - native
- **English** - proficient
- **Danish** - beginner