Milda Lazauskaite

PROJECT MANAGER

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Project Manager with a strong marketing background, passionate about solving business challenges by leveraging operational expertise, teamwork, and data-driven insights. Skilled in leading multi-regional initiatives, building alignment among diverse stakeholders, and translating complex objectives into actionable plans. Adaptable and proactive, with a curious mindset and a focus on delivering efficient, high-impact outcomes in fast-paced, dynamic environments. Curious about human behaviour in constantly changing tech and urban environments.

Core Competencies

- **Project Management:** Skilled at managing end-to-end project lifecycles across multiple regions, from initiation to execution, maintaining attention to detail, meeting tight deadlines, and applying structured problem-solving to achieve successful outcomes.
- **Cross-Functional Collaboration:** Experienced in aligning internal teams and external partners to execute initiatives effectively, designing and implementing structured workflows, maintaining thorough documentation, and ensuring follow-ups.
- **Data Analysis & Insights:** Proficient at analyzing campaign performance, product metrics, and audience behavior to deliver clear, actionable insights that improve campaign effectiveness and support strategic decision-making.
- **Marketing & Media Planning**: Proven track record in planning and executing multi-channel marketing campaigns, with a focus on offline media. Collaborating with agencies and shaping media strategy to align with customer journeys, business goals, and market dynamics.

Experience

Marketing and Sales Assistant (volunteer) | TECHBBQ

Apr 2025 - Sep 2025, 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:** Delivering high-quality customer service through email and in-person interactions, ensuring attendee satisfaction during Scandinavia's largest tech startup summit. Supporting ticket sales through direct outreach and research, acting as a brand ambassador to drive event visibility and ticket conversion.
- **Cross-Functional Collaboration:** Working closely with Marketing and Sales teams to align on a unified outreach strategy aimed at maximizing reach to potential attendees, ensuring both teams' activities were coordinated and targeted for the highest impact.

Marketing Project Manager | Vinted

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 second-hand the first choice.

- **Marketing Project Management:** Successfully led cross-regional marketing 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 Excellence & Efficiency**: Improved and streamlined campaign processes by collaborating with cross-functional teams (Data, Digital, Production, Brand, Product), ensuring smoother workflows, consistency, and timely execution across multiple countries.

- **Market Expansion & Growth:** Successfully launched marketing operations in 4 new markets (Canada, Sweden, Denmark, and Finland) and strengthened growth in 2 existing regions (Germany and Belgium), leveraging deep marketing expertise and understanding of media landscapes and consumer behaviour in those countries. This resulted in increased brand awareness, healthy performance driven by successful new user acquisition, 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 behaviour 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 & Courses

Marketing, Mini MBA with Mark Ritson, 2023
Sociology, Bachelor's degree, Vilnius University, Lithuania, 2004 - 2008

Project Management Foundations, 2025
Sustainability & Self-Awareness Course, IME, 2025
Women Go Tech, 2023
Data Science, Code Academy, 2020
European Advertising Certificate, EACA, 2017

Tools / Skills

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

Languages

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