

# 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 marketing 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

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- **Project Management:** Proficient in managing end-to-end project lifecycles across multiple regions, from initiation to execution. Skilled at maintaining attention to detail, meeting tight deadlines in a fast-paced environment, and applying organized problem-solving to overcome challenges.
- **Marketing & Media Planning:** Proven track record in planning and executing multi-channel marketing campaigns, with a focus on offline media (TV, OOH, Radio, BVOD, CTV). Adept at collaborating with agencies and shaping media strategy, ensuring channel mix is tailored to market dynamics and audience behavior.
- **Partner & Account Management:** skilled in building and maintaining trusted relationships with media agencies and other partners to ensure effective collaboration 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 deliver clear, actionable insights that improve campaign effectiveness and support strategic 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

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### Marketing and Sales Assistant (volunteer) | TECHBBQ

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:** 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:** Worked 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.
- **Startup Ecosystem Exposure:** Engaged with thought leaders, startups, and strategic partners, gaining hands-on understanding of the regional innovation, tech, and consumer trends.

### 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 the 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 Efficiency:** Develop and execute mass media strategy (with a focus on Offline media) in multiple countries, collaborating with cross-functional teams (Data, Digital, Production, Brand, and Product) to ensure campaigns are aligned with corporate objectives and delivering impactful results.
- **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 behavior 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 I Media Agency CARAT

Aug 2015 - May 2016, Lithuania

### Media Planner I 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

Sustainability & Self-Awareness Course, IME  
2025

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