



ZIVILE KAIRYTE

Marketing & Communications Professional

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🌐 www.zivile.be

📍 Brussels, Belgium

SKILLS

Omnichannel marketing:

Field marketing, Content marketing, Marketing materials, ABM

Design:

Adobe Illustrator, Adobe XD
Adobe Photoshop, Canva, Figma

Advertising:

LinkedIn ads, Google Analytics
GA4, Google Ads, Email marketing

Website:

WordPress, Joomla, Odoo
Buffer, Hootsuite, Loomly
HTML & CSS, SEO & SEA

AI & Automation Tools

Chat GPT, Midjourney, Writesonic

LANGUAGES

Lithuanian ● ● ● ● ●

English ● ● ● ● ○

French ● ● ● ○ ○

Dutch ● ○ ○ ○ ○

EDUCATION

Master in Marketing Management
Vilnius University (2017-2018)

Bachelor in International Business and Communication
ISM University of Management and Economics (2011-2015)

CERTIFICATIONS

Web design UX/UI (2019)
Vilnius coding school

Google Ads (2024)
Reseau Formation

HOBBIES

Tennis, Roller skating
Kitesurfing, Snowboarding
Reading serious and not serious books, Drawing

SUMMARY

Digital marketing & communications professional with 6+ years' experience in startups & international organizations. Skilled in website management, social media, email campaigns, and content strategy — with a focus on clear messaging and agile project delivery, marketing materials, and targeted campaigns for B2B and B2C sectors.

EXPERIENCE

Marketing and Communications Freelancer

2024.10– Ongoing
Europe

Marketing projects with internationally working B2B and B2C companies

- Communication strategy for key accounts, content creation, emails.
- Creating sales enablement materials.

Communications Manager

2021.06 – 2023.11
Brussels, Belgium

A.I.S.E.

A European association working with +900 CPG companies including Unilever, P&G, Henkel, Reckitt, EU institutions and national associations. Reported directly to Communications Director and managed budget of the projects.

- Developed content campaigns tailored to target audiences.
- Created marketing materials (presentations, one-pagers, case studies) for marketing campaigns.
- Responsible for account based marketing campaigns (lead acquisition, events, webinars, email marketing and socials), achieving 30% annual audience growth.
- Analysed market trends, competitors, and industry to support strategic communication initiatives.
- Organized training programs (workshops, interactive sessions) for CPGs, national associations.
- Facilitated sustainability initiatives within Henkel, Reckitt, P&G, and Unilever across Europe.
- Organised events for key stakeholders (European Commission, CPG companies, and policymakers).

Commissioner Cabinet BlueBook Trainee

2020.02 – 2021.02
Brussels, Belgium

European Commission, Commissioner's Sinkevicius Cabinet

Commissioner's Sinkevicius cabinet covers these topics: Circular Economy, Chemicals Strategy for Sustainability, Hydrogen Strategy, Biodiversity Strategy. Reported directly to the Head of Cabinet.

- External communications: articles, supporting events organisation.
- Internal communications: research based weekly briefings for internal teams materials and briefing packs for decision-makers.
- Supported outreach to policymakers and ministries on sustainability and circular economy.

Marketing Executive

2017.07 – 2018.07
Vilnius, Lithuania

Lympo.io

Lympo is a blockchain startup promoting healthy sports habits. As part of the core team, I helped raise \$12 million through crowdfunding. Reported directly to the CEO.

- Created and maintained Lympo.It's brand strategy to boost awareness and lead generation.
- Developed and executed comprehensive marketing activities for growth and engagement.
- Managed a thriving community of 12,000 active members globally for Lympo.io.
- Set up email marketing campaigns and improved CTR 20%.
- Led the development of the Lympo.It website.
- Managed a partnership with Lithuania's largest gym chain.
- Organised physical and online events for Lympo.It platform users.
- Managed creative agencies to ensure consistent and impactful messaging and positioning.

Social Media Marketing Executive

2018.01 – 2018.06
Global

Cryptonews.com

A platform covering the latest trends, news, and developments in the crypto industry. Reported to the Project Manager. Achieved a 27% increase in social media growth, 10% engagement with no additional budget.

- Established and developed the social media presence, driving audience growth and engagement.
- Developed and executed a targeted social media strategy to boost engagement.
- Managed copywriters and graphic designers, ensuring consistent content delivery.