



ZIVILE KAIRYTE

Marketing & Communications Professional

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📍 Brussels, Belgium

SKILLS

Omnichannel marketing:

E-commerce marketing, Field marketing, Content marketing, Print marketing, Lead generation

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.

EXPERIENCE

Marketing and Communications Freelancer

2024.10– 2025.07
Europe

Marketing projects with internationally working B2B and B2C companies

- Creating new website with Odoo, taking care of SEO and coordinating with agency
- Consulting on social media and advertising strategy

Communications Manager

2021.06 – 2023.11
Brussels, Belgium

A.I.S.E.

A European association working with EU institutions and representing over 900 CPG companies, including Unilever, P&G, Henkel, and other first-tier corporations. Reported directly to Communications Director and managed budget of the projects.

- Led website management, relaunches, and content marketing strategy to increase brand awareness.
- Developed marketing materials, ensuring strategic alignment and strengthening digital presence.
- Set up and led lifecycle marketing (email and social) which grew audience by 30% annually.
- Analysed market data and trends to support strategic communication initiatives.
- Led a communication experts group of 13 EU countries, facilitating cross-border collaboration.
- Facilitated sustainability initiatives within top CPG companies across Europe.
- Organised online and physical events for key stakeholders (European Commission, press media, CPG companies, policy makers).

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.

- I was part of the team that organised a conference for environmental ministries.
- Worked with the Commissioner's communication team to execute communication strategy.
- Wrote articles for external communication, enhancing outreach and visibility.

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.