



ZIVILE KAIRYTE

Marketing & Communications Professional

✉ zikairyte@gmail.com

☎ +32 499 155143

🌐 www.zivile.be

📍 Brussels, Belgium

SKILLS

Omnichannel marketing:

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

Design:

Adobe Illustrator, Adobe XD
Adobe Photoshop,
Canva, Figma

Advertising:

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

Website:

HTML & CSS,
Wordpress, Joomla, Odoo
Buffer, Hootsuite, Loomly.

AI & Automation Tools

Chat GPT, Midjourney,
Writesonic

LANGUAGES

English ● ● ● ● ○
Advanced

French ● ● ● ○ ○
Intermediate

Lithuanian ● ● ● ● ●
Native

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

SUMMARY

Marketing professional with 6+ years of experience in the public and private sectors. Focused on leading and executing digital strategies, content creation, and online campaigns internationally. Skilled in website relaunches, social media management, email marketing, and stakeholder engagement.

EXPERIENCE

Freelancer 2024.09– 2025.06
Marketing projects with internationally working B2B and B2C companies Global

Communications Manager 2021.06 – 2023.11
A.I.S.E. Brussels, Belgium

A European association working with EU institutions and representing over 900 CPG companies, including Unilever, P&G, Henkel and other first-tier corporations.

- Led website management, relaunches, and content marketing strategy.
- Developed marketing materials, ensuring strategic alignment and strengthening digital presence.
- Set up and led lifecycle marketing (email and social) which improved by 27% 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).

BlueBook Trainee 2020.02 – 2021.02
European Commission, Commissioner's Sinkevicius Cabinet Brussels, Belgium

Commissioner's Sinkevicius cabinet covers these topics: Circular Economy, Chemicals Strategy for Sustainability, Hydrogen Strategy, Biodiversity Strategy.

- 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
Lympo.io Vilnius, Lithuania

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

- 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
Cryptonews.com Global

A platform covering the latest trends, news, and developments in the crypto industry.

- Established and developed the social media presence, driving audience growth and engagement.
- Developed and executed a targeted social media strategy to boost engagement.
- Supervised copywriters and graphic designers, ensuring consistent content delivery.
- Achieved a 27% increase in social media growth, 10% engagement with no additional budget.