

ZIVILE KAIRYTE

Marketing & Communications

EXPERIENCE

Communications Manager

A.I.S.E.

06.2021 – 11.2023

A.I.S.E. is a trade association working for the industry with EU regulators for over 70 years. Membership consists of more than 900 member companies. I was part of the communications & public affairs department, where I focused on improving corporate communications internally and externally.

- Managed websites & contributed to successful relaunches
- Created collaterals & organising events
- Improved Email & Social media marketing
- Conducted & analysed industry market data
- Led a communication experts group working across the EU
- Sub-led sustainability initiatives with first-tier member FMCG companies

Commissioner's Cabinet BlueBook Trainee

European Commission

03.2020 – 02.2021

I was part of the Commissioner's Sinkevicius cabinet and was focusing on improving communication activities covering these topics: Circular Economy Action Plan, Chemicals Strategy for Sustainability, Hydrogen Strategy and Biodiversity Strategy.

- Organised virtual & physical events
- Created Commissioner's communication strategy
- Wrote articles for external communication

Social Media Marketing Executive (part-time)

Cryptonews.com

02.2018 – 06.2018

A news website informing its readers about cryptocurrency trends, news and the current market situation. I was working part time with them and mainly focused on setting up, creating and growing social media presence.

- Created & executed social media strategy
- Managed copywriters & graphic designers
- Increased 27% social media channels without any budget

Communications Manager

Lympo.io

09.2017 – 07.2018

Lympo is a blockchain startup eager to help people to develop and maintain healthy sports habits. Participated in the core team initiating the crowdfunding raising 12 million US dollars and we successfully finished the campaign 3 days before the close date.

- Developed & implemented marketing strategy
- Managed Lympo's community with 12 000 active members
- Improved email marketing
- Developed Lympo.lt website
- Led successful partnerships, adeptly fostering collaboration for mutual benefit
- Organising internal & external events for stakeholders
- Created & maintained Lympo.lt platform brand strategy to increase the brand awareness & lead generation
- Managed creative agencies

Communication assistant | Jardas ir Ko (part-time)

2011 – 2020

Human Resource & Store Management Intern | Rimi Lietuva

2015 09 – 2015 11

Freelancer photographer

2013 – 2017

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🌐 www.zivile.be

📍 Brussels, Belgium

in /in/zivile-kairyte

SKILLS

Technical Skills

Microsoft Package
Adobe Illustrator, Photoshop
Basic knowledge HTML & CSS
Google Analytics
Canva
Wordpress, Joomla
Buffer, Hootsuite, Loomly
Mailchimp, Mailer lite, Zoho

Soft Skills

Creative & Curious
Hands on attitude
Team player
Adaptive
Relationship builder
Sense of humor

Languages

English (C1)
French (B1)

EDUCATION

Master in Business Management; focus field - Marketing

Vilnius University Business School
Exchange semester
EM Strasbourg (France)
(2017 - 2019)

Bachelor in International Business and Communication

ISM University of Management and
Economics
(2011 - 2015)

Web Design of UX/UI Certification

Vilnius coding school
(2019 - 2020)