



ZIVILE KAIRYTE

Marketing & Communications

EXPERIENCE

Communications Manager | A.I.S.E. International Soaps and Detergents association 06.2021 – Present

A.I.S.E. is an international trade association working for the industry to EU regulators for over 70 years. Membership consists of more than 900 members.

- Collaborating on the corporate website with copywriters, developers and agencies
- Creating and executing social media strategy (LinkedIn and Twitter)
- Leading annual corporate brochure creation, digital and printed versions
- Managing consumer websites: cleanright.eu, keepcapsfromkids.eu - content updates, managing copywriters, translators, and graphic designers
- Improved internal member communication via newsletters
- Working with the Euromonitor database for economic data and trends
- Leading a working group of communication experts working in the EU countries
- Facilitating colleagues participating in the conferences
- Organising annual "A.I.S.E. Cleaning & Hygiene Forum"
- Sub-led voluntary initiatives and climate campaigns with member companies - P&G, Unilever, Henkel, Reckitt, etc.

BlueBook Trainee at Commissioner's Virginijus Sinkevicius Cabinet Responsible for Environment, Fisheries and Oceans | European Commission 03.2020 – 02.2021

Circular Economy Action Plan, Chemicals Strategy for Sustainability, Hydrogen Strategy and Biodiversity Strategy.

- Organised Live Citizen Dialogues, high level "Our Baltic" conference
- Collaborated "One year anniversary of the Cabinet" communication activities
- Collaborated to the Commissioner's communication strategy
- Briefed Commissioner for weekly meetings with DGs ENV & MARE

Social Media Executive | Cryptonews.com 03.2018 – 07.2018

A news website informing its readers about crypto trends, news and the current market situation.

- Collaborated on the content creation and social networks marketing strategy
- Executed communication plans in collaboration with copywriters, graphic designers
- Increased engagement from targeted audience in social media channels such as Facebook, Twitter and Instagram without any budget

Social Media & Community Manager | Lympo.io 09.2017 – 07.2018

Lympo is a blockchain startup eager to help people to develop and maintain healthy sports habits.

- Managed copywriters and designers on content creation
- Collaborated with the CMO & CSO developed and implemented marketing strategy
- Managed Lympo's community Telegram channels with 12 000 active members
- Created and executed communication plans
- Participated in the core team initiating the crowdfunding raising 12 million US dollars
- Created and maintained Lympo.lt platform brand strategy to increase the brand awareness and lead generation
- Created content for social media profiles;
- Created and distributed weekly newsletters (avr. open rate 60%, CTR – 40%)
- Led deployment of the new subscription system between sport coaches and the biggest gym in the country
- Developed Lympo.lt website in collaboration with the development team
- Organised company's events (from small meetups up to sports fairs with 5000+ guests), working closely with the digital agency

Communication assistant | Jardas ir Ko (part-time) 2011 – 2020

Human Resource & Store Management Intern | Rimi Lietuva 2015 09 - 11

Freelancer photographer 2013 – 2017

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SKILLS

Hard Skills

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

Soft Skills

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

Languages

English (C1)
French (B1)
Lithuanian (C2)

EDUCATION

Master in Business Management; focus field - Marketing

Vilnius University Business School
Exchange semester
EM Strasbourg (France)

Web Design of UX/UI Certificate

Vilnius coding school

Bachelor in International Business and Communication

ISM University of Management and
Economics