



ZIVILE KAIRYTE

Marketing & Communications

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🌐 www.zivile.be

📍 Brussels, Belgium

in /in/zivile-kairyte/

SKILLS

Hard skills

Microsoft Package
Adobe Illustrator, Photoshop
HTML & CSS
Google Analytics, Google Ads
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 (advanced)
French (intermediate)
Lithuanian (native)

EDUCATION

Master in Marketing Management
Vilnius University

Bachelor in International Business and Communication
ISM University of Management and Economics

Certifications

Web Design of UX/UI
Vilnius coding school

Google Ads Certificate
Resau Formation

HOBBIES

Photography
Kitesurfing
Snowboarding
Tennis
Reading

EXPERIENCE

Communications Manager A.I.S.E.

2021.06 – 2023.11

An European association working with EU institutions and the home cleaning products industry, representing over FMCG 900 companies, including first-tier corporations: Unilever, P&G, Henkel. I focused on improving corporate communications internally and externally.

- Led website management, relaunches, aligning content strategy with strategic objectives.
- Developed marketing materials, ensuring strategic alignment and strengthen the association's digital presence.
- Enhanced email and social media strategies to boost engagement and visibility.
- Analyzed market data and trends to support strategic communication initiatives.
- Led a communication experts group across multiple EU countries, facilitating cross-border collaboration.
- Oversaw sustainability initiatives with top-tier members, promoting eco-friendly goals.
- Organized internal and external events for key stakeholders.

Commissioner's Cabinet BlueBook Trainee European Commission

2020 – 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.

- Organized virtual and in-person events, ensuring smooth execution and participation.
- Developed communication strategy to align with organizational objectives.
- Wrote articles for external communications, enhancing outreach and visibility.

Marketing Executive Lympo.io

2017 – 2018.08

Lympo is a blockchain startup eager to help people to develop and maintain healthy sports habits. Being part of the core team initiated the crowdfunding, raised 12 million US dollars, and successfully finished the campaign 3 days before the closing date.

- Developed and executed comprehensive marketing strategies for growth and engagement.
- Managed a thriving community of 12,000 active members for Lympo.
- Enhanced email marketing campaigns to drive improved results.
- Oversaw the development of the Lympo.lt website to optimize user experience.
- Led successful partnerships, fostering collaboration for mutual benefit.
- Organized internal and external events for key stakeholders.
- Created and maintained Lympo.lt's brand strategy to boost awareness and lead generation.
- Managed creative agencies to ensure consistent and impactful brand messaging.

Social Media Marketing Executive Cryptonews.com

2018

I contributed part-time to a news website focused on informing readers about cryptocurrency trends, news, and market developments. My primary responsibilities involved setting up, creating, and expanding the website's 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 with no additional budget.

Communication assistant | Jardas ir Ko (student job/part-time)
Human Resource & Store Management Intern | Rimi Lietuva
Freelancer photographer

2011 – 2020
2015 – 2015
2013 – 2017