

Jurate Giedraityte

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PROFILE

As an outgoing and creative marketing professional with 8 years of experience, I possess a deep understanding of business operations and have managed eCommerce operations on a day-to-day basis. With developed expertise in social media, email marketing, and paid advertising, I am results-driven and guarantee results when dealing with brand awareness and driving sales.

Freelancer Marketing Manager (self - employed)

EDM - Etas Digital Marketing | February 2017 - present

Providing various digital marketing services which include:

- Social media, SEO, Google Ads, Bing Ads, Pinterest, graphic design, video editing, blog writing;
- Building marketing plans and social media schedules for the required period of time, with provided/created graphic materials;
- Giving feedback and training to businesses in need regarding how to improve their current website/content/social media aiming them at being more profitable.
- Creating digital materials, video editing, blog writing.

Paid Media Manager

The Club Company | December 2021 - December 2022

- Analysed PPC accounts, Google Analytics, and website data of active campaigns to highlight issues/points of improvement and strengths/essential characteristics to keep;
- Set up, developed, deployed, and optimised paid search campaign strategies;
- Led budget allocations and spending strategies for each PPC Campaign;
- Provided feedback and evaluation of campaign performance and activity;
- Liaised with the marketing manager to suggest and construct successful campaign ideas;
- Researched target audiences' performance across PPC platforms;
- Improved a yearly communication plan and executed agreed activities;
- Reviewed website content and functionality whilst understanding SEO requirements;
- Suggested opportunities to increase website ranking and reduce bounce rate;
- Managed the social media strategy to increase website traffic through organic social media channels;
- Formulated clear marketing campaign reports using data analysis tools like Google Analytics;
- Stayed up to date on changes and new opportunities in the PPC, social media, and UX to deliver quick updates and notify the team.

Marketing Manager/ Chief Operating Officer

Kameleon Rose | February 2017 - August 2021

- Managed all of the business day-to-day operations;
- Worked closely with the CEO in planning and achieving yearly goals;

- Led the team in daily operations and to achieve customer satisfaction;
- Strengthened product branding and outreach by developing marketing plans, promotional marketing campaigns across multiple channels - Facebook, Instagram, email, Google Adwords, Pinterest, TikTok, Youtube, Influencer marketing, exhibitions and more;
- Increased sales by 400% within the first year by integrating targeted online campaigns, including SEO, social media, email campaigns and paid adverts (with a very limited budget)
- Leveraged industry trends and competitive analyses to improve and update marketing strategies when needed;
- Communicated and worked with B2B companies, partners, and factories;
- Represented the company in various events, exhibitions, or photoshoots;
- Created the best model for customer satisfaction in order to improve our current products/service;
- Launched new products;
- Trained the staff in JD Sports shops and other boutiques in our product presentation and usage for best representation.

Staff Manager (Part time)

Piazza Italia (R.A.O Finland Oy) | December 2019 – October 2022

- Successful communication with team members and support at work;
- Managing daily operations of the restaurant in the Exhibition centre;
- Organic & Paid social media advertising on Facebook & Instagram.

Marketing Executive

Victorian Cornice Company | June 2016 - January 2017

- Provided support with Google Adwords, Google Analytics and Webmaster tools;
- Helped with SEO content writing;
- Assisting with marketing strategy and by suggesting creative ideas. Managed social media channels, email marketing and PR, graphic design.

Food and Beverage Assistant

Holiday Inn Express | October 2014 - April 2016

- Provided friendly and professional customer service;
- Helped the supervisor to train new team members;
- Recommended and sold food and beverage products when appropriate.

Junior Project Manager

Seriously Inc. | September 2012 - April 2013

- Researched client advertising history and used the relevant data for future advertising campaigns;
- Coordinated the work for advertising channels;
- Kept and maintained an up to date client database;
- Represented the company at public events promoting the company name and services;
- Wrote various commercial offers and proposal documents;
- Handled customer enquiries over the phone and email.

Marketing Assistant

Start Karma | January 2013 - July 2013

- Wrote blogs and articles to promote services;
- Searched and contacted potential investors;
- Sourced and collated educational material based on required subjects to be later used as a tutorial.

EDUCATION

University College Birmingham | September 2014 - January 2016

MA Marketing Management for Events, Hospitality and Tourism

Vilnius University International Business School | September 2015 - June 2016

Top up studies - marketing, international business, human resource management, finance

University of Applied Sciences Vilnius | September 2010 - June 2013 Bachelor's Degree in Marketing Management

Utenos Saules Gymnasium (High School) | September 2005 - June 2013

SKILLS

- Proficient in Adobe Photoshop and Lightroom, Movavi;
- Good working knowledge of Microsoft Word, Excel, PowerPoint;
- Experienced Shopify, WordPress, Wix and Magento websites;
- Working knowledge of Google Analytics, Adwords, Facebook Ads, Pinterest Ads, Bing Ads;
- Fluent in English, Lithuanian and (Russian speaking);
- Organised and reliable;
- Keen eye for detail;
- Dedicated and smart working;
- Self - motivated;
- Great team player;
- Adaptable;

INTERESTS

- Travelling;
- Climbing;
- Board Games;
- Photography;
- Poetry;
- Crafts;
- Gourmet;
- New Technologies;

- Drama - Played a role at Birmingham Crescent Theatre in 2018;
- Travelling - Visited 21 countries so far. Also running own travel blog which also includes photographs taken at various places;
- Attending various technology events such as Web Summit, Slush, Silicon Valley Comes To Baltics;
- Writing poetry.