

Laurynas Keturakis

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A mission-driven product professional blending experience in liberal arts, business media and tech. Self-starter, empathetic communicator, and a systems-thinker helping technical teams build meaningful user experiences. Currently I'm a product manager at TNW (a Financial Times company) seeking to grow into a product leadership role.

Experience

Product Manager | TNW (Oct 2020 - present)

- Building and managing thenextweb.com including the core website, CMS, special projects, and back-office tools.
- Managed concept-to-launch of landing site toolkit for strategic events streamlining operations and unlocking for > €30,000 in potential revenue.
- Led user story mapping workshops with events, marketing and strategy teams to shape the product direction of TNW marketing sites, drive lead capture, and audience NPS.
- Writing documentation to educate other teams about how to use TNW internal products and reduce cognitive overhead for developers.

Program Manager | TNW (Feb 2019 - Sep 2020)

- Managed content programs for industry leading B2B live and online events in a 360-degree role: research, outreach, speaker acquisition, marketing and production.
- Managed concept-to-launch of 2 new online event programs during the onset of the Covid-19 crisis maintaining audience-first content focus.
- Arranged logistical details for over 100 speakers balancing the compensation budget and delivering timely 20% savings.
- Streamlined team operations introducing automated data entry, validation and better knowledge sharing workflows.

Fellow | Embassy of Lithuania in the U.S. (Sep 2018 - Dec 2018)

- Developed a knowledge base and workflows to facilitate embassy outreach campaigns.
- Drove knowledge capture efforts in tabletop exercises involving senior government figures.

Education

Leiden University (2015 - 2018)

BA International Studies

Nominated for the Most Outstanding Student Award. Student Consultancy Project with Google. Area: North America. Languages: Lithuanian and English (fluent), French (working), Russian (basics).

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