



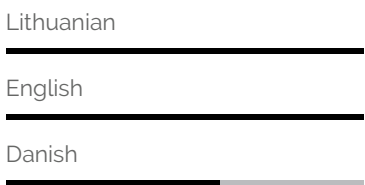
EVELINA ZUBRICKAITĖ

MARKETING - BRANDING - BUSINESS INNOVATION

SKILLS



LANGUAGES



HOBBIES

* Design, Art, Fashion * Music *
Yoga *Dancing *Pilates

LINKS

Linkedin:
<https://www.linkedin.com/in/ezubrickaite/>

ABOUT ME

Digital savvy, consumer-oriented, and commercially minded marketing professional with seven years of experience in driving marketing and business innovation projects from A to Z.

With experience in a wide range of industries, such as FMCG, renewable energy, and real estate, I smoothly navigate in new business contexts and thrive in positions where I can use my strategic and creative mindset, marketing toolbox and skillset.

WORK EXPERIENCE

DIGITAL MARKETING CONSULTANT | JAN 2022 - PRESENT

FREELANCE

- consulting small to medium-size companies on Digital Marketing Strategy and Branding
- setting up communication and customer experience guides
- creation and implementation of brand manuals in collaboration with designers.

PROJECT DEVELOPER | JUN 2019 - JUL 2021

EUROPEAN ENERGY, COPENHAGEN

- Developed wind parks' project plans and continuously kept track of project budget and progress
- Coordinated project deliveries from partners and co-developers of wind park projects
- Successfully led five wind parks with a total of 46 wind turbines to the "ready-to-build" stage.

INNOVATION CONSULTANT | DEC 2018 - MAY 2019

STARTUP GUIDE, COPENHAGEN

- Managed new service development: from project initiation to preparation of project plans and implementation
- Developed customer experience guide, communication and marketing strategy for a new co-working space, coordinated marketing deliveries with the marketing and design team
- Launched new service on time with a successful member sign-up rate.

CX AND BUSINESS DEVELOPMENT | AUG 2016 - SEP 2018

REPUBLIKKEN, COPENHAGEN

- Gathered and analyzed various customer data to spot areas for improvement of customer experience (CX)
- Using customer journeys and design thinking improved the booking process for all services (better user experience, increased no. of bookings)
- Managed accounts and implemented a new CRM system that improved customer relationships (better customer retention rate and higher new member acquisition rate).

MARKETING AND COMMUNITY MANAGER | AUG 2015 - JUL 2016

REPUBLIKKEN, COPENHAGEN

- Managed development and launch of a new website and community platform
- Implemented Brand manual in all communication channels
- Initiated and managed various marketing campaigns
- Curated a community of 150 cross-disciplinary professionals and entrepreneurs

INTERNATIONAL MARKETING ASSISTANT | AUG 2012 - AUG 2015

SCANDINAVIAN TOBACCO GROUP, COPENHAGEN

- Assisted in launches of new products in new markets
- Contributed to an extensive redesign projects of leading cigarillos brands
- Co-designed products database in collaboration with IT professionals
- Designed and led the training of new software for the marketing team.

EDUCATION

MASTER'S DEGREE | 2015

COPENHAGEN BUSINESS SCHOOL, COPENHAGEN

Master's in Organizational Innovation and Entrepreneurship.

Key subjects: Innovation management, MVP development, Organizational Innovation, Leadership in creative organizations, Design thinking, Neuromarketing: pleasures and decisions of consumers' brains.

Thesis: Design thinking in Business Studios

BACHELOR | 2009

LKKA, KAUNAS

Bachelor's in Management and Business Administration.

Key Subjects: Project Management, Macro/Micro Economics, Marketing and Communication, Accounting, Finance, Management Theories, Human Resources Management, Organizational Behavior, Business Law.

COURSES

DIGITAL MARKETING | MAY 2022 - JUN 2022

TALENT GARDEN INNOVATION SCHOOL

BRAND IDENTITY AND STRATEGY | APR 2022 - PRESENT

IE BUSINESS SCHOOL