



Melita Valiūnaitė

Digital Marketing Specialist

London, UK

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Links

[Website](#) [LinkedIn](#)

Languages

English (Fluent)

Lithuanian (Native)

Russian (Work Proficiency)

About

I am a final year student at London South Bank University reaching for a degree in marketing. I have experience in multiple industries relating to marketing, as well as certifications from Google and LinkedIn Learning, as well as Hootsuite. Additionally, I have completed a university course in leadership at Lithuania ISM University. Alongside my studies, I have acquired a makeup artistry certificate and have experience working in hospitality and customer service.

BRANDS WORKED WITH

- Hyper Reality
- Shadow Capital Partners
- Tabio UK
- Sara Silva Clinic
- By Bread Alone
- L'eautelier

Experience



● Social Media Marketing Analyst

Hyper Reality | Feb 2022 - Now

Conducting trend monitoring to identify and take advantage of opportunities on social platforms to increase brand perception and awareness.

Tracking social media trends and account growth, whilst reporting the results in graphical and structured format.

Software: TikTok Analytics, Instagram Analytics, LinkedIn Analytics, Hootsuite, Microsoft Excel



● Content and Media Manager

Tabio UK | Mar 2022 - Nov 2022

Working on improving measurement and reporting across all marketing functions (CRM, brand, social, PR).

Conducting online market research and digital marketing analysis to provide insights on market and social media trends.

Facilitating strategic decision-making by reporting social media engagement to the head of marketing, using Microsoft Office.

Software: Shopify, TikTok, Microsoft Office

● Social Media Marketing Executive

Shadow Capital Partners | Apr 2023 - Now

Developing, implementing, and manage comprehensive social media strategies to increase brand awareness, enhance engagement, and drive traffic and conversions.

Managing social media accounts, including daily monitoring, moderation, and curating content creation processes.

Software: Microsoft Office, Hootsuite, Pallyy, Canva Pro, CapCut

● Social Media Manager

By Bread Alone | Apr 2024 - Now

Editing engaging content and executing a comprehensive social media strategy aligned with marketing goals.

Monitoring performance metrics, tracking insights, and optimising campaigns to achieve better results and gain audience.

Supporting event planning and partnership management.

Software: Canva Pro, Lightroom, Photoshop, Premiere Pro

Education & Training

2021 - 2024 ● London South Bank University
Bachelor's Degree, Marketing