



Egle Jakstaite

Brand Director

📍 London, UK

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Languages

Lithuanian (Native)

English (Fluent)

Spanish (Basic)

About

Experienced Brand Manager with a demonstrated history of building and managing a successful D2C E-commerce business, driving B2B growth, and improving global brand performance.

BRANDS WORKED WITH

Jigsaw Clothing

Karla Otto Ltd

PIAJEH

SAU LEE

Experience



● Head of E-commerce and Marketing

SAU LEE | Jan 2021 - Now



● Sales and Marketing Manager

SAU LEE | Jan 2018 - Jan 2021

● Digital Marketing Executive

Jigsaw Clothing | Jun 2014 - Nov 2016

- Coordinating digital content and marketing campaigns for Jigsaw UK, Jigsaw AU and The Shop at Bluebird websites
- Managing databases and data capture initiatives for Jigsaw Group channels
- Strategy, negotiation and execution of Affiliate marketing relationships and campaigns
- Working with search agency to implement on-site and off-site SEO initiatives and optimise PPC campaigns for maximum visibility

● Web Content Assistant

Jigsaw Clothing | Mar 2014 - Jun 2014

Responsible for visually merchandising the website and enabling all products.

● Ecommerce Intern

Jigsaw Clothing | Nov 2013 - Mar 2014

● Digital Services Intern

Karla Otto Ltd | Aug 2013 - Sep 2013



● Assistant Manager

PIAJEH | Sep 2011 - Jul 2013

- Assistant Manager at an Independent Fashion boutique in Wimbledon Village. Responsible for:
- planning store events and promotions;
 - creating blog content for company's website;
 - managing social media channels;
 - visual merchandising;
 - attending buying appointments;
 - administrative support: filing and checking stock orders, communicating with suppliers;
 - dealing with returns, complaints and faults;
 - balancing and totalling daily takings;
 - key holder responsibilities.