

# MELITA VALIUNAITE

## CONTACT

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📍 London, United Kingdom

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.

## EXPERTISE

- Trend knowledge
- Digital strategies
- Video/photo design and editing
- Media analysis
- Microsoft Office
- Brand development
- Canva
- Event Planning
- Market Research

## CERTIFICATES

### Hootsuite

Social Advocacy Certificate  
Social Media Marketing  
Certificate

### Makeup Secrets Academy

Professional Makeup Artistry  
Certificate

### LinkedIn Learning

Media Relations Foundations  
Writing a Blog Post

## WORK EXPERIENCE

### Freelance Social Media Manager

*By Bread Alone*

*April 2024 - Present*

- 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.

### Social Media Marketing Executive

*Shadow Capital Partners*

*April 2023 - Present*

- 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.

### Social Media Marketing Analyst

*Hyper Reality*

*February 2022 - Present*

- 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.

### Content and Media Manager

*Tabio UK*

*March 2022 - November 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.

## EDUCATION

### BA (Hons) Marketing with Advertising and Digital Communications

London South Bank University

2021 - May 2024

## MARKETING PROJECTS

### Sara Silva Clinic

Beauty - 2023

Content planning, creation and moderation. Videography and photography

### L'eautelier

Design - 2023

Problem recognition and solving by using modern communications and marketing techniques