

# Vaida Lekavičiūtė

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## Copywriting & Marketing

2 years freelance copywriting and editor experience

6 months product design in various projects

3 months experience managing an online store

1 year language teaching experience (Swedish)

1 year testing UX experience

### ———— RECENT PROJECTS ————

#### **Atlasmic**

Marketing Strategy, November 2020 - Now

A platform for businesses sales acceleration. Building both the business and communications strategy from the ground up for this new startup.

Competitor's analysis, user needs' analysis, SEO analysis and copywriting.

#### **Švietimo Nuotykliai**

UI/UX Designer & Communications Consultant, Jan 2020 - Now

Created the design language and various UX solutions from scratch, redesigned the logo. Currently consulting on communications strategy and brand building, as well as upgrading the web design.

### ———— PROFESSIONAL EXPERIENCE ————

#### **Freelance**

Copywriter and Editor, May 2018 - Now

Writing and curating content on startups, technology and creativity.

Copywriting for various products and services in English and Lithuanian.

## **Stepdraw**

Assistant Producer & Office Manager, Jun 2020 - Sep 2020

Assisted the producer in an animation/videography agency with finding venues, creating itineraries, managing the budget, etc. to help the team create engaging video experiences for various businesses.

I was additionally responsible for organising company events, implementing and maintaining procedures, and assisting the HR function by arranging interviews.

## **Startup Lithuania**

Communications & Event Planning Intern, Feb 2018 - Apr 2018

Contributed to organising a hackathon, Startup Fair and a Health Sciences Conference by scouting for the sponsors and partners, copywriting marketing texts and managing social media communication of these events. Also, was responsible for curating Startup Lithuania media channels and writing articles on latest news in the startup scene.

## **Freelance Teacher-Translator**

Swedish Language Teacher and Translator, Sep 2017 - Apr 2018

Worked with individual Swedish language lessons, mapped out individual language learning plans according to a student's needs. Translated various texts Swedish-English/Lithuanian, English-Lithuanian and Lithuanian-English.

## **Nordisk**

Swedish Language Teacher, Apr 2016 - Aug 2017

Worked with companies that operated in Swedish markets and helped their employees improve their language skills. Organised and moderated group lessons and workshops.

## **Testbirds (Sweden)**

App Tester, Apr 2015 - Oct 2016

Was testing experimental apps for clients like H&M and O'Neil through Testbirds. Documented user flow, discovered bugs and evaluated the quality of the apps (expectations vs reality).

## **Joe Theismann's Restaurant (USA)**

Receptionist / Host (Work & Travel), Jun 2013 - Sep 2013

Communicated with guests, managed restaurant bookings and ensured the best customer experience for our customers.

## —— EDUCATION ——

### **Seeking Master's degree in International Marketing & Management**

ISM (Sep 2020 - now);

Subjects include Brand management, Customer value analytics, Consumer behaviour, Marketing Communications and more.

### **Bachelor's degree in Scandinavian Studies (and Swedish language)**

Stockholm University (Jan 2015 - Jan 2016); Vilnius University, 2013 - 2017

Interdisciplinary academic field of area studies that embraces Scandinavia-related topics: language, literature, history, culture and society.

### **Law**

Vilnius University, Sep 2012 - 2014 Feb

Gained knowledge of the history and philosophy of Law, as well as of International, EU and Lithuanian legal norms that influence the most important areas of national legal systems and their application practice.