



IEVA UTAKYTE

**DIGITAL
MARKETING
SPECIALIST**

PHOTOGRAPHER

CONTACT

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PROFILE

I am an experienced Digital Marketer with a proven track record of good results in content marketing creation, photography, developing and implementing digital marketing strategies, and BtC communications consultancy. I have a master's degree in Management of Creative Business Processes from Copenhagen Business School (CBS).

As a person I am well-organised, analytical, detail oriented and a pro-active team player. I am result-driven and thrive in a dynamic, fast-paced and creative international environment.

COMPETENCIES

Developing and executing Performance Marketing, Content Marketing: text and visual, and growth hacking strategies, Facebook & Social Media business profiles, SEO, Conversion Optimisation, Email Marketing, Google and Facebook Adwords, performance tracking and data analysis, market research and strategic marketing creation, advanced MS Office User, professional photographer, Certified in Bigum Digital Marketing and Google Adwords.

EXPERIENCE

2018. 01 - TO DATE

COPENHAGEN SALSA ACADEMY

Digital Marketing and Community Manager

SEO and Content Creation: Blogging, photographs, Community management on SoMe: Insta and Facebook, Google and Facebook Ads, ad hoc projects, management of social activities, Strategic Digital Marketing creation

2018.04 - TO DATE

BØRNE-FOTO

Photographer

Baby, family, passport photographs, BtC communications

2017. 10 - TO DATE

PHOTOGRAPHY BY UTAKYTE

Freelance Photographer

Specialising in portrait, commercial product, travel and event photography. Client Showcase: La Perla Experience, momentumsporsterapi.dk, Copenhagen Salsa Academy, permanentmakeup-danmark.dk, Børne Foto

LANGUAGES

DANISH	██████████
ENGLISH	██████████
LITHUANIAN	██████████
SPANISH	████████
RUSIAN	██████

CERTIFICATIONS

BIGUM Digital Marketing, 2018
Google Adwords
Prøve i Dansk 3 (PD3) Danish language

OTHER QUALIFICATIONS

Mailchimp
MC OFFICE
Lightroom
Photoshop
Illustrator
GoPro Studio
Driving licence

INTERESTS

Photography
Digital innovations
Intercultural Communications
Latin dances
Traveling

2017. 10 - 11

TRUE.

Visual Content Creator and Photographer
SoMe content management: Instagram, Facebook; commercial product photography.

2016. 07-08

UNIKA

Digital Marketing Consultant and Photographer
Commercial product photography, website creation (WIX), re-branding and SoMe Consultancy.

2014 - TO DATE

URBAN SALSA NIGHTS

Event Coordinator and Founder
Planning, organisation and event coordination (avg. 120 attendants pr. event), Brand development, BtC Digital Marketing Communications,

2014.06-08

MGO PARAGUAY

Communications and Staff Manager
PR: providing public with information; management of 250 volunteers for Roskilde festival, internal communications.

2013.05-11

EMBASSY OF LITHUANIA, COPENHAGEN

Event and Communications Manager
PR, Conference, luncheon, event management during Lithuanian Presidency of the Council of EU.

2012.02-2014.01

YOUR MERAKI

Communications and International Project Coordinator
EU Programme's Youth in Action projects' Coordination and Communication

EDUCATION

2011 - 2015

COPENHAGEN BUSINESS SCHOOL

Master of Social Sciences in Management of Creative Business Processes
Master theses: Brand Identities Behind Online Communities. Case study: Instagram

2009 - 2011

ARHUS SCHOOL OF BUSINESS

Bachelor of Sciences in Business Administration and Economics

2007 - 2009

ARHUS BUSINESS ACADEMY

AP, Marketing Management, specialization Experience Economy