

# Resume.



## Kotryna Motiejūnaitė

Graphic Designer & Digital Marketing Specialist

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### About Me

The opportunity to turn creativity into a daily activity was always a dream of mine which now motivates me to get out of the bed every morning. The combination and versatility of my education & experience enables me to help various businesses to develop their creative projects. Living daily in what I do helps me expand my horizons in the professional field and have a wide understanding of what is going on in the marketing world lately. I enjoy being involved into the teams of my clients, but I am also capable of working, scheduling my tasks and meeting the deadlines individually. I am an enthusiastic problem solver, always eager to learn & find a compromise. I am committed to a continuous personal & professional development.

Ready to go out of the comfort zone.  
Unaligned margins never go unnoticed.

### Skills

Adobe Photoshop



Adobe Illustrator



Adobe Indesign



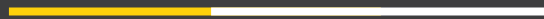
Adobe After Effects



Adobe Dimension



Figma



Solidworks



### Education

2020 - 2022

**Marketing Management / MA**

Kaunas University of Technology

2013 - 2017

**Industrial Design Engineering / BA**

Kaunas University of Technology

### Experience

07 2023 - Present

**Graphic Designer**

Eleven Blue Events Ltd / CY

Working as graphic designer in a sports events management company. Following brand guidelines and creating all marketing material for the events starting with printings, award & medal designs, sports wear designs, social media designs and etc. Delivering and developing ideas and concepts while also using marketing knowledge. Taking care of communication with sub-contractors.

02 2022 - Present

**Digital Marketing Specialist**

Creativistry / LT / CY

Working as a freelance social media manager. Creating social media strategies & content, media buying, brand image on social media design, e-mail marketing.

12 2020 - Present

**Founder & Graphic Designer**

Creativistry / LT / CY

Working as a freelance graphic designer with the variety of the clients in different sectors. Not only working with separate graphic design tasks such as logo design, brand identity, print design or etc., but also helping to develop their creative projects while using marketing knowledge. Working on e-commerce development, brand positioning and similar tasks.

## Languages

English

Lithuanian

Greek

## Projects

09 2022 - 10 2022

### Erasmus for Young Entrepreneurs

PAX Social Media Ltd, Nicosia / CY

Learning from the founder of the company, the leading entrepreneur of Erasmus+ project, observing the work of the agency, discussing a lot of different business related topics. Learning about social media management & strategies. Sharing my graphic design experience and skills while working on few marketing campaigns together.

## Organizations

01 2022 - Present

### Member of Lithuanian Marketing Association

Participating in the marketing related conferences, webinars, events, self-educating, expanding the network.

## Publications

2023

### Linking among Consumer Animosity to Foreign Products, Personality Traits and Product Avoidance: The Moderating Role of Cultural Characteristics and Personal Values

Assoc. Prof. Rūtelionė A. & Motiejūnaitė K. Publication accepted and about to be presented at the 2023 AMA Summer Academic Conference, San Francisco.

## Interests



Sports



Travelling



Nature



Psychology



Photography



Books

12 2020 - 12 2021

### Brand Manager & Graphic Designer

SC Runibeda, Kaunas / LT

Developing the product range in the start-up rehabilitation equipment company, researching consumer needs & increasing the product value, bringing the ideas for product improvement on the desk, working with the team on the development of the product. Designing the catalogues (print & digital), brochures and etc. Working with social media. Additionally, working with 3D modelling, managing the orders in the production, managing the stock & working with the purchasing materials, communicating with the contractors & partners.

09 2020 - 12 2020

### Marketing Manager

JSC Taneta, Birštonas / LT

Researching consumer needs, bringing the ideas for product improvement on the desk, working with the team on the development of the product. Designing the catalogues (print & digital), brochures and etc. Working with social media. Organizing the preparation for international exhibitions (online).

01 2018 - 08 2020

### Production Manager

JSC Taneta, Birštonas / LT

Managing the orders in the production line, confirming the drawings from R&D team, managing the stock & working with the purchasing materials, communicating with the contractors & partners. Consulting the R&D team, sales department & participating in the decision making of the company management. Additionally working with graphic design tasks, organizing preparation for international exhibitions.

07 2017 - 01 2018

### Design Engineer

JSC Taneta, Birštonas / LT

Design engineer in the R&D team in the hospital equipment producing company. Developing the design and functionality of the products, 3D modelling, 2D drawings, choosing materials & technologies. Working with user manuals, preparing 3D models for graphic designers.

February - March 2017

### R&D Team Intern

JSC NOVAMETA, Kaunas / LT

Internship in the R&D team in the professional kitchen equipment producing company. Developing the design and functionality of the product, 3D modelling, 2D drawings, choosing materials & technologies.

## Certifications

2023

### Certified Digital Marketing Specialist

Certifications issued by European Marketing Confederation, The Netherlands Institute of Marketing, Lithuanian Marketing Association

Knowledge & practical skills of social media content creation & media buying, e-mail marketing, SEO, Google Ads, Google Analytics.

2019

### Graphic Design & Adobe Indesign CC

IT Training Centre, Kaunas / LT

Knowledge & practical skills of graphic design using Adobe Creative Cloud package - Photoshop, Illustrator & Indesign.