



Monika Samuolyte

GRADUATE

Profile

Credible, self-motivated and creative person who thinks outside of the box with previous experience in fashion publishing, marketing and social media management. Currently graduating from Birmingham City University doing BA (Hons) Fashion Business and Promotion. I have developed valuable team working skills and great strategic planning throughout work experience and university studies as well as advanced computer skills due to my interest in Adobe creative systems. Looking now to pursue a career in social media marketing in creative and innovative environment.



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EDUCATION

BA (HONS) FASHION BUSINESS AND PROMOTION

BIRMINGHAM CITY UNIVERSITY / 2014 – 2017

Marketing – researched and investigated fashion brand “Stefanel”, throughout the research evaluated the opportunities and current PR strategy. Formulated new branding, digital marketing plan and PR strategy to boost brand’s awareness.

Events Management – planned and coordinated an art exhibition, worked in a team as a social media content manager, responsible for running social media campaign and analysing results. Made sure that all social media channels were up to date and raised awareness about the art exhibition in Birmingham.

Dissertation – comprehensive research into influence of social media channels focusing on the issue why Instagram has a large leverage on Millennials’ body image. Used a wide scope of primary and secondary data to make unique links, which helped to investigate the cause of the problem.

Final Major Project – established skills in business planning and explored the new innovative mobile fitness app market. Throughout the project developed and created a fitness app prototype which targets Millennials. Formulated branding, digital marketing and PR strategy.

ART FOUNDATION DIPLOMA

CAMBRIDGE SCHOOL OF VISUAL AND PERFORMING ARTS (CSVPA) / 2013 – 2014

Specialised in Fashion Promotion, developed major skills in Adobe Creative Programs. Established abilities to communicate and manage time responsibly.

A - LEVELS

CATS COLLEGE CAMBRIDGE / 2012 – 2013

History, Sociology, Economics and Russian Language.

GSCE (DOUBLE AWARD)

CATS COLLEGE CAMBRIDGE / 2011 – 2012

10 GSCE’s A –C including Math, Biology, Chemistry and French.

Skills

CC Photoshop



CC Indesign



CC After Effects



CC Premier Pro



Adobe XD



Microsoft Office



Languages

Lithuanian

Native Speaker

English

Fluent/Bilingual

Russian

Fluent/Bilingual

Personal

- ORGANISED
- FAST LEARNER
- MOTIVATED
- SOCIABLE
- PROFESSIONAL
- RELIABLE

EMPLOYMENT

SOCIAL MEDIA CONTENT MANAGER

EM COUTURE, Kaunas, Lithuania / 2016

- Worked with marketing team to establish new and eye catching digital marketing strategy.
- Created and managed brand's social media channels to increase visibility and attract new customers.
- Worked together with a team to develop a new PR strategy as a part of rebranding.

CREATIVE DIRECTOR

IDEA PRO LTD, Vilnius, Lithuania / 2015

- Worked with marketing team to increase potential clientele.
- Researched marketing strategies for internal team.
- Helped to keep both brand's and existing customer's social media channels up-to-date.
- Assisted IT team on creative behalf to produce and develop web store for Lithuanian designers.

WORK EXPERIENCE

FASHION STYLIST - INTERN

LAIMA MAGAZINE, Vilnius, Lithuania / 2015

- Worked alongside magazine's head stylist. Helped and assisted during cover shoots.
- Explored many different sides of fashion publishing from styling department to PR and main office.
- Attended numerous fashion shows in Vilnius, Lithuania during internship together with the Editor-in-chief.

REFERENCES



**ALISON
RAPSEY**

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SOCIAL MEDIA



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