

RAMUNE MATULYTE

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Summary

Master's student in Digital and Social Media Marketing at Lancaster University, experienced in content creation, SEO, creative brand development, and campaign management across hospitality and retail sectors. Eager to progress into a marketing focused role and develop my skills further.

Education

Lancaster University – MSc, Digital and Social Media Marketing
October 2025 – 2026

City, University of London – BSc, Media, Communication & Sociology (2:1)
September 2022 – 2025

Work Experience

EMBA and MBA Education Marketing Assistant at Lancaster University **Nov 2025 - Present**

- Contributing towards the marketing team at LUMS.
- Developing and creating newsletter marketing campaigns.
- Content planning and creation.
- Management of social media content.

Sales and Marketing at Feathers and Springs, Kendal **Apr 2025 – Aug 2025**

- Content creation and editing for various platforms.
- Creating and scheduling email marketing
- Blog writing and sharing stories related to the company's values.
- Rebranding the company's tone/personality to appeal to the target audience in the Lake District.
- Marketing and selling to trade customers.

Marketing Assistant at The Gilpin Hotel & Lake House, Windermere **Sep 2024 – April 2025**

- Content creation for the 5* hotel and Michelin starred restaurant.
- Worked on strategic social media campaigns and promotions.
- Planned collabs with influencers to promote the brand.
- Collected data of activities within the establishment and online to curate better future campaigns.

Social Media Manager at Darkhorse Restaurant & Bar, London **Feb 2021 – Sep 2023**

- Increased Instagram followers by 50%. Engagement increased 80%.
- Developed social media content to drive customer interest, bookings, and promote new menus.

GA Lashes, Brand Development & Media Manager, London **Mar 2022 – Jul 2022**

Final Project in College achieved Merit

- Established a brand for my client and created media assets; TikTok, Instagram, and website.
- Developed brand name and logo, GA Lashes
- Production; business cards, professional film adverts, creative photoshoots, content for social media platforms, and website development.

Additional Information

- **Further Skills:** Management, Similarweb Analytics, Adobe Suite, Campaign Strategy, Content Planning, Canva, WordPress.
- **Languages:** English, Lithuanian
- **Societies/Activities:** Balkan & Eastern European Society, Hiking Society, Chess Society, Pole Fitness Society. Set up extra-curriculars in school; textiles club (recognised in local news), anime club. Wrote the poem column in college newspaper.