



Berta Vasiliauskaite

EXPERIENCE

◆ August, 2017 - present

Europe & USA Market Manager @ [vidaXL](#), Bucharest, Romania

◆ February, 2017 - August, 2017

Market Manager Southeast, Iberia & Baltic markets @ [VIDAXL](#), Bucharest, Romania

◆ March, 2015 - January, 2017

Content & Marketing Dep. Supervisor @ [vidaXL](#), Bucharest, Romania

◆ December, 2014 - present

Online Marketing Specialist @ [VIDAXL](#),

vidaXL is an international online retailer where you can find whatever you need for your home, garden, garage and do-it-yourself projects. Our concept is based on offering a wide range of products that enable our customers to “live it up for less”. All processes from product development and purchasing, marketing & sales, logistics and customer services are in our hands. In that way we keep full control over our products’ functionality, quality and costs.

- Online Marketing Strategy for Spanish market: creation, implementation and monitoring.
- AdWords campaigns: creation, implementation and monitoring.
- Affiliate Marketing: negotiation, implementation and tracking of results.
- Social Media Marketing: creation, implementation and monitoring of strategy and campaigns for Facebook, Twitter, Pinterest and Google.
- Customer Behavior Analysis and Customer retention strategy
- Analytics and reports from Google Analytics, Inteliad and Qliqkview.
- Negotiation and strategy implementation with external Price Comparison Sites.
- Banners and Content creation for [vidaXL.es](#) communication channels.
- Content Team supervision and training.
- Recruitment process for Romanian Office for Marketing and Content department.
- Quality monitoring.

◆ July, 2014 - October, 2014

Office Admin. @ [Tripsta.net SRL](#),

- Maintaining office services by organizing office operations and procedures; preparing payroll; controlling correspondence; designing filing systems; reviewing and approving supply requisitions; assigning and monitoring clerical functions.
- Providing historical reference by defining procedures for retention, protection, retrieval, transfer, and disposal of records.
- Maintaining office efficiency by planning and implementing office systems, layouts, and equipment procurement.
- Designing and implementing office policies by establishing standards and procedures; measuring results against standards; making necessary adjustments.
- Completing operational requirements by scheduling and assigning employees; following up on work results.
- Keeping management informed by reviewing and analyzing special reports; summarizing information; identifying trends.
- Maintaining office staff by recruiting, selecting, orienting, and training employees.
- Data Analysis.

◆ June, 2013 - July, 2014

Online Marketing Specialist @ Tripsta.net SRL,

- Develop and execute marketing activities that increase brand awareness.
- Manage ES wing SM channels.
- Manage website content, blog content and SM presence including the involved creatives.
- Overview the smooth operation of the Es wing.
- Responsible for promotional & Branding activities (Newsletter, Press Releases).
- Liaise with advertising.
- Communicating and Cooperating with local commercial partners and local institutions.
- Monitor and assess customers' reviews and comments.
- Complaint handling.
- Monthly Call & E-mail quality monitoring of Operations.
- Quality plan for Operations.
- Assist HR Team in recruitment process for ES wing.
- Produce text ads for performance marketing campaigns.
- Promote own affiliate program.

◆ November, 2012 - June, 2013

Administrative assistant @ University of Almeria,

Main activities and responsibilities Administrative support, elaboration of surveys, solving administrative problems of the teachers of the University, texts translation, etc.

Name and address of employer University of Almeria, Business Management Department.

Sacramento road, 04120 La Cañada de San Urbano, Almeria (Spain)

Type of business or sector Education ,

◆ April, 2012 - June, 2012

Administrative assistant, Tourist @ Tourism board of Almeria, Strainatate

Main activities and responsibilities Management department I worked as administrative assistant elaborating documents, call center service, management of the partner's billboard, etc.

Call center service I was providing information to the tourists, telephonic attention, elaboration of touristic activities calendars, etc.

Name and address of employer Almeria's city Tourism Board

Bendicho square., 04001 Almeria (Spain)

◆ April, 2011 - June, 2011

Front desk, Receptionist @ HLG Hotels - Hotel Portomagno 4** stars,**

Main activities and responsibilities Activities related with front desk receptionist such as check-in/check-out, credit-card payments, rooms availability, call center service, touristic information, etc

Name and address of employer Hotel Portomagno 4**** HLG Hotels

Paseo Marítimo, 04720 Aguadulce (Spain)

◆ April, 2011 - June, 2011

Front desk, Receptionist @ HLG Hotels, Hotel Portomagno**,**

◆ October, 2007 - October, 2012

[Responsible Customer service @ Angela SL,](#)

◆ October, 2007 - October, 2012

[Responsible Customer Service @ Restaurant ,](#)

Main activities and responsibilities Check clients identification in order to ensure that they meet minimum age requirements for consumption of alcoholic beverages, collect payments from customers, check with customers to ensure that they are enjoying their meals and take action to correct any problems, serve food and beverages to clients; prepare and serve traditional seafood dishes at tables as required, etc.

Name and address of employer "Angela" Restaurant
Fabriquilla square., 04150 El Cabo de Gata, La Fabriquilla (Spain)

Type of business or sector Accommodation and food service activities

EDUCATION

◆ 2015 - 2016

[Google - Marketing @ Awards / Certifications](#)

Adwords Search Certified, Adwords Shopping Certified

◆ 2012 - 2012

[University of Glamorgan - Cardiff \(Wales\), University of Glamorgan \(Wales\) - Management and business administration @ University \(graduate\)](#)

Course of: Starting and developing a New enterprise

◆ 2012 - 2013

[University of Almeria - Spain - Management and business administration @ MBA](#)

◆ 2011 - 2012

[Munich University of Applied Sciences - Germany - Tourism and services @ University \(graduate\)](#)

Principal subjects / occupational skills covered International Management, Management across Borders and Cultures, Negotiation, Start a new enterprise (SANE), International Marketing, Global Business Leaders, etc.

◆ 2009 - 2012

[University of Almeria - Spain - Tourism and services @ University \(graduate\)](#)

Principal subjects / occupational skills covered Management, Marketing, Tourism History, Economy, English - French and German as foreign Languages, accounting, etc.

