

DEIMANTĖ VAITKUTĖ

Creative Copywriter

EN

CONTACT

Email: hello@deimantevaitkute.com

PROFESSIONAL EXPERIENCE

Creative Copywriter | 2023 – Now

Open Initiative Lithuania

- Developing creative content, social media strategies and advertising campaigns
- Crafting social media strategies and executing copy for diverse platforms

Freelance copywriter | 2021 – 2023

Lietuvos kūrėjai

- Produced blog content and press releases tailored to cultural and creative industries
- Edited and adapted content for media platforms

Freelance copywriter | 2021 – 2023

Blue Whale Studio

- Created marketing and advertising copy for social media
- Delivered creative writing and PR materials

Copywriter | 2022 – 2023

Blue Oceans PR

- Wrote (and edited) press releases and public relations content

Journalist | 2022

15 min

- Created news articles and feature pieces
- Engaged in interviewing

Creative | 2021 – 2022

Caption

- Contributed to branding and campaign ideation
- Wrote and edited copy for social media and digital channels
- Collaborated on creative briefs and strategy development

Copywriter & project manager | 2020 – 2021

Marketingo mokykla

- Managed educational projects and led content development for workshops
- Created and strategized content for social media and blogs

Assistant to producer | 2019

VšĮ Art Shot

- Supported the producer in organizing film production workflows
- Handled communication, scheduling, and documentation tasks
- Ensured smooth coordination between departments

Internal communication specialist | 2017 – 2018

VšĮ Tilto namai

- Managed internal communication efforts and created copy for various channels
- Contributed to event planning and social media content creation

Internal communication specialist | 2017

VšĮ Jaunimo miuziklo teatras

- Coordinated internal communication and media tasks
- Participated in organizing and planning live events, taking interviews and creating PR pieces

EDUCATION

Vilnius university, Faculty of Communication | 2016 – 2020

Bachelor of Creative Communication

ADDITIONAL EXPERIENCE

Speaker at Digital Marketing Update'24 (LiMA)

Theme: "Tell Me Who You Are and I'll Tell You If You Need Threads"

- Delivered a talk on the emerging social platform Threads, analyzing its relevance and risks for brands in Lithuania
 - Explored the current ecosystem of Threads in Europe and its growth since December 2023
 - Shared best and worst brand practices, helping marketers evaluate whether Threads aligns with their communication strategy
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SKILLS

DaVinci Resolve		Copywriting (LT)	
Affinity		Copywriting (EN)	
Adobe		Design	
		Creative Strategy	
		Public Speaking	
		Photography	