

## Contact

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(Company)

## Top Skills

Campaigns  
Attention to Detail  
Team Leadership

## Languages

English (Professional Working)  
Lithuanian (Native or Bilingual)  
Russian (Professional Working)

# Augustinas Balaišis

Visual communication & marketing specialist, team lead, lecturer  
Kaunas, Kauno, Lithuania

## Summary

I am a creative administrator, with CAN DO attitude and adapt well in various situations. Have experience in teaching, so connect well with people from all walks of life.

My Key Skills and experience:

- Experience in project management & budget control & team leading, effective brief writing
- Experience in planning & producing engaging content for various online & offline platforms
- Excellent marketing collateral design skills
- Strong social media marketing skills
- Good team player who is used to working under pressure & to tight deadlines
- An exceptional attention to details

I've been working on projects with companies and brands:

Baltic Red, Bianchi, Bonduelle, C-gates, Eoltas, eSTAR, Fazer, Fiskars, Iceco, Kauen Craft, Knowledge Cotton Apparel, Litfas, Loreal, Mezon, Newsec, Sandriff, Sanitas, Wilson, Zalgiris ...and more.

I LOVE what I am doing and LOVING what I do pushes me FORWARD.

I'm passionate about creating a content and marketing so much so that even started a blog.

If you are in search of creative solutions - get in touch. I'm based in Kaunas, Lithuania.

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## Experience

Vytauto Didžiojo universitetas  
7 years 7 months

Chair of the Creative Industries BA programme

October 2022 - Present (5 months)

Kaunas, Kauno, Lithuania

Creative industries are studies focused on the practical processes of the creative industries. Graduates of the programme produce and manage creative projects, develop communication strategies and manage their implementation, curate and present cultural events to the public, innovatively apply new media in communication in the cultural sector, research and attract new audiences for cultural projects and events, and critically analyse and evaluate the creative sector.

Lecturer

August 2015 - Present (7 years 7 months)

Kaunas, Lithuania

Teaching modules:

Creative methods in marketing;

Visual Communication in Marketing;

E-Music and Marketing;

Management of Media Art Projects;

Media Technologies, Audiovisual Technologies, Audiovisual Art, Audiovisual Investigation;

Expression of Audiovisual Art, Multimedia project;

Practice of Publishing, Publishing Process;

Basics of Graphic Design;

Graphic Design;

Graphic Design and Publishing;

Basics of Creative Photography;

Music Video.

Music Production Program Leader

August 2018 - February 2020 (1 year 7 months)

Music Production Program Leader

Coordinator of music production program. Franchise: University of Central Lancashire.

UCLan's Music Production degree is one of only two JAMES-accredited courses with this title in the UK.

The strength of the course is evident through its excellent industry connections which have been recognised through accreditation by the JAMES organisation on behalf of the Association of Professional Recording Services (APRS), UK Screen and the Music Producers Guild (MPG).

## Music Production Program Leader

April 2016 - September 2017 (1 year 6 months)

Coordinator of music production program. Franchise: University of Central Lancashire.

## fotokursai.lt

Lecturer

June 2021 - Present (1 year 9 months)

Vilnius, Vilniaus, Lithuania

Photography and video editing courses for beginners, advanced photographers and companies throughout Lithuania.

I deliver three lectures.:

- Fundamentals of visual communication and composition;
- Imaginative production and creativity;
- How to become likable. Social media marketing.

## LITKRAFT LTD

Marketing Project Manager

February 2018 - July 2022 (4 years 6 months)

London, United Kingdom

LITKRAFT - Injury compensation. Free recovery\*. We visit every client in person across the UK.

\*NO WIN - NO FEE.

Working in a marketing team of 3. On a daily basis we are creating multilingual marketing campaigns for social media, online and offline publications.

Managing projects from start to finish. Planning, managing and executing projects related to marketing campaigns. Turning the vision into reality.

## Kaunas University of Technology

Lecturer

October 2021 - June 2022 (9 months)

Kaunas

Music technologies.

Technology is not just about numbers or engineering. It's also about the arts. Music is a great example, where modern creativity, sound or good acoustics are unthinkable without modern technology.

Lecture on Directing Advertising Projects.

## Slyva

Head Of Design Department

March 2017 - September 2017 (7 months)

Lithuania

Social media marketing agency.

<http://www.slyva.lt>

## SHOT.It

Art Director

April 2010 - October 2016 (6 years 7 months)

Post-production supervisor.

Video, photo and graphic design.

## Rodiklis

Associate Creative Director

July 2008 - February 2009 (8 months)

## Join us GROUP

Director

January 2007 - September 2008 (1 year 9 months)

## RGB

Video Editor

October 2005 - March 2007 (1 year 6 months)

## Vilniaus dailės akademija | Vilnius Academy of Arts

6 years

Master

2005 - 2007 (2 years)

Bachelor

2001 - 2005 (4 years)

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## Education

Vytauto Didžiojo universitetas

Master's degree, Marketing and Sales · (2018 - 2020)

Vilniaus dailės akademija | Vilnius Academy of Arts

Pedagogical qualification, Audiovisual art · (2007 - 2008)

Vilniaus dailės akademija | Vilnius Academy of Arts  
Master's Degree, Audiovisual art · (2005 - 2007)

University of Plymouth  
Socrates Erasmus, Media Arts · (2004 - 2004)

Vilniaus dailės akademija | Vilnius Academy of Arts  
Bachelor's Degree, Photography and Media arts · (2001 - 2005)