

# SANDRA BERNYTĖ

Executive Cultural Industries

+370 69924234

sandra@umi.lt

Krivių 12, Vilnius

 [linkedin.com/in/bernyte/](https://www.linkedin.com/in/bernyte/)



## EXPERIENCE

### EXECUTIVE DIRECTOR

#### Uzupis Art Incubator (UMI)

2022 March- Present

Directing Strategy for one of the largest Visual Art incubators in Baltics  
Acting as Executive Director- driving cultural, economic and social value of Uzupis Art incubator  
Delivering KPI's to Board of Uzupis Art Incubator  
Acting as senior person in international and local bilateral projects

### LECTURER / MENTOR

#### Vilnius Academy of Art (VDA)

2017- Present

Lecturing Integrated Marketing Communication (IMC) course for BA, MA, Erasmus students. Syllabus, mentoring, case studies, social media projects  
Lecturing Sustainability & Innovations (SI) course BA, Erasmus students  
Consulting/ writing Sustainability Projects  
Lecturer was evaluated with the highest performance scores by students in 2020 spring semester survey

### MARKETING STRATEGY MANAGER

**The Gate London (UK)** full service creative and media agency, chaired by UK's advertising guru Dave Trott

2011-2016

Managed demand generation client's campaigns via, blogs, social media, live and virtual events, speaker opportunities, PR, email marketing, sponsorships, and digital ads  
Worked with top brands, such as Virgin Atlantic Airlines developed and improved social media campaign content and strategy, monitored and analysed Marketing Analytics data  
Orchestrated client's brand's communication strategy (audiences, channels, internal comms);

## EDUCATION

Ph.D student

**ISM University of Management and Economics**

Area of research:  
Sustainability Marketing  
2018 - Present

Marketing Strategy &  
Management Program

**ISM University of Management and Economics**

2003-2004

MA of Political Science &  
Diplomacy

**Vytautas Magnus University**

2005-2009

BA Visual Communications

**Vilnius Academy of Art**

1996-2000

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## SKILLS

Brand Management



Marketing Communication



Social Media Marketing



Search Engine Optimisation (SEO)



Content Marketing



PPC Campaigns



Events



Presentations/ Talks



PR



## INTERESTS

Sustainable consumer behaviour

Biophilia

Mindfull consumption

Yoga

Running

Sustainable art

## LANGUAGES

Lithuanian



English



Russian



French



## EXPERIENCE

### HEAD OF BRAND COMMUNICATION DEPARTMENT

BITĖ GROUP

2008-2011

Directed Corporate brand, communications, media, social media, events, and PR activities

Modified brand positioning to focus on price and quality and increased consumer satisfaction. Directed overall positioning, communications and media strategy

Created marketing content In LT/ EN languages

Launched consumer friendly web page and e-shop to deliver the best consumer shopping experience

Managed creative, media and PR agencies and conducted regular performance reviews

Initiated and supervised Brand Health Tracking research

Managed overall budget~ €5 million: Media, Merchandising, Social, Ad production

Acted as member of Company Management team, delivering cross functional support

### GARNIER BRAND MANAGER BALTICS

L'Oreal Baltics

2006-2009

Led a team of 3 people responsible for the Garnier brand across all Baltic countries

Developed and implemented the Garnier brand strategy, ensuring both long and short term objectives in terms of turnover, profitability and market share growth

Planned and executed multiple new product launches, including distribution, promotion, pricing, media plans, etc.

Briefed media and creative agencies on all above-the-line and below-the-line campaigns

Conducted media post-buy campaign analysis

Tracked marketing and category performance of competition

Defined merchandising/planograms for the brand

Organised competitions, lotteries and other incentive actions

Created PR events, sponsorships in cooperation with agencies