

Auguste Buliauskaite

CONTACT

📞 0871487812
✉️ auguste.buliauskaite@gmail.com
🌐 <https://www.linkedin.com/in/auguste-buliauskaite/>
🌐 Website | Portfolio [auguste.digital](https://www.auguste.digital)
📍 Galway, Ireland

ASPIRING MARKETING AND SALES PROFESSIONAL

A motivated and results-driven final year student with practical experience in academic projects and in my marketing internship. Adept at working in team environments and excelling in collaborative projects as evidenced by my university project work. My strong interpersonal skills ensure effectiveness in communication, leadership, and team motivation. I hold a full Irish manual driving licence. I am actively seeking a graduate job in business, marketing, or sales, where I can contribute my skills.

PROFESSIONAL SKILLS

Brand Development	Problem Solving	Adaptability
Project Management	Technical Proficiency	Communication
Data Analysis & Insights	Multitasking & Time Management	Team Leadership

EDUCATION

Atlantic Technological University, Galway

09/2021 - 05/2025

Bachelor of Business (Hons) in Marketing and Sales

Current Grade | 1:1

Expected Result | 1:1

Relevant Modules: Digital Marketing, Strategic Management, Brand Management, Multi-Channel Retail Strategy, Global Marketing and Sales Strategy, Sales Management, Selling Techniques

Templemichael College, Longford

08/2016 - 06/2021

Leaving Certificate Level 5

PROJECTS

Social Media Management, Individual:

- I manage and create content strategy, design, and execution for a company's social media,
- I optimised engagement to drive positive brand perception and customer loyalty.
- Within a 30-day period, I successfully increased the Instagram account's reach by 2,120%.

Integrated Marketing Communications, Group:

- Developed an IMC campaign for a women's supplement bar, including buyer personas, competitor analysis, and SMART objectives.
- Led the design brand identity, packaging, and a landing page, and contributed to a 12-month marketing plan.

Website Creation & Email Campaign, Group:

- Developed a fully functional Shopify e-commerce website, creating a user-friendly interface.
 - Set up Google Analytics, and launched an email campaign via MailChimp, tracking engagement metrics with GA4.
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WORK EXPERIENCE

N-TUTORR National Programme

06/2024 - Present

Student Champion

- I improved the student experience through innovative collaboration in the technological higher education sector, funded by the European Union, strongly emphasising sustainability.
- Raised awareness for impactful programs, demonstrating strong organisational and leadership skills, whilst growing strong personal skills.

Key Achievements:

- **Spearheaded collaborative initiatives** to significantly enhance the national student experience, driving increased engagement and satisfaction.
- **Led the development of student empowerment programs** at my university, creating innovative strategies that boosted student participation and involvement in key campus initiatives.
- **Strategically planned and executed high-impact events**, resulting in increased visibility and awareness for university initiatives.

Supermacs

02/2024 - Present

Sales Person

- Responsible for providing ongoing support to the Management team in a fast paced environment to ensure customers receive the best quality, service and cleanliness.

Key Achievements:

- **Consistently delivered exceptional customer service**, ensuring each customer was satisfied.
- **Working at a high standard**, guaranteeing a positive brand image for the company.
- **Excelling in a team environment**, working collectively to achieve success.

Proactive Design & Marketing Agency

01/2024 - 05/2024

Marketing Intern

- Experienced in developing a marketing strategy, through substantial market research and category insights, informing campaign direction.
- Collaborated on team projects for multiple clients (B2B), contributing to the delivery of marketing campaigns across various platforms.

Key Achievements:

- **Expertise in brand development, website design (WordPress), & content creation planning**, utilising my creativity to deliver measurable results in brand visibility and audience engagement.
- **Collaborated on multi-client projects**, conducting in-depth competitor analysis and industry trend research, that informed strategic marketing decisions and drove client success.
- **Proficient in Google Analytics (GA4) and SEMRush**, utilising these tools to optimise SEO performance, increase traffic, and improve overall digital marketing effectiveness.

References are available on request.