



# GIEDRĖ BECKER

Phone number: +370 618 47 626  
Email: giedre.becker@gmail.com  
Date of birth: 1984 10 13

## WORK EXPERIENCE

2017 02 - now (3 years)

► **Marketing manager** at UAB „Optikona“

- Main responsibility - planning, budgeting and implementing B2B marketing campaigns (internal websites, promotional materials, representing UAB Optikona at specialised exhibitions).
- Planning, budgeting and implementing B2C media campaigns (magazines, news portals, social media).
- Designing promotional material for different marketing campaigns (graphic, web and print design).
- Copywriting for different B2B and B2C campaigns.
- Organising training for B2B clients and internal events.
- Managing and organising production of various marketing materials.
- Administration of social media and promotional websites
- Generating marketing ideas and implementing together with sales team.

2015 01 - now (5 years)

► **Freelance Graphic Designer**

Graphic, web and print design:

- Logotypes and branding for "Managed Hive", "Gnome hosting", "Binarika", "Optikona", "Shortcut".
- Design and layout for the book "Meksika, mano meile" by Jolanta Vitkutė.
- Banners for "Global Lithuania Awards", package design for companies "Mølle Fisk", "Gine", "Havnely", catalogue for "Porcelain symposium 2017", various projects for LLC "Skanus laikas" and Targethouse.dk.

► **Founder** of LLC "Binarika"

- Company administration, marketing and design projects.

► **Journalist** for magazine "Geras skonis" ([www.gerasskonis.lt](http://www.gerasskonis.lt) | [www.skonis.lt](http://www.skonis.lt))

2013 01 - 2015 01 (2 years)

► **Creative Director** | **Designer** for LLC "Pecu Nino"

- Web design: email templates, landing pages, illustrations, banners.
- Package design: new labels for mayonaise "Veiverių majonezas".
- Branding, logotypes of "Pecu Nino", "Aurumify", "Pecutecha".

## SKILLSET

- Adobe CC (Photoshop, InDesign, Illustrator).
- CorelDraw.
- HTML and CSS.
- Languages: Lithuanian - native, English - very fluent, and basics of Russian and German.

- Managing the team of designers/copywriters, coordinating with team of programmers. Generating business ideas, team building, hiring processes, motivating colleagues.

2013 08 - 2015 09 (2 years)

► **Administrator** for LLC "Pecutecha", LLC "Emarkas", LLC "Aurumify"

- Administration and personnel management for the companies.
- Administration and accounting of documents, preparing financial reports.
- Communication with clients and other companies. Representing companies at government institutions, banks and other entities.

2009 01 - 2014 01 (5 years)

► **Graphic Designer** | **Creative Director** for LLC "Skanus laikas":

- magazine "Geras skonis" ([www.gerasskonis.lt](http://www.gerasskonis.lt)),
- Design, branding and style for magazine "Geras skonis" ("Good Taste"), selecting illustrations, page layout, pre-press.
- Writing articles about gourmet culture, cinema or books related to food.
- Making advertisements for clients of magazine, checking

## EDUCATION

- 2015 - 2019 m. Vilnius Academy of Arts, Applied Ceramics.
- 2007 - 2012 m. Vytautas Magnus University, Faculty of Arts, Theory and History of Arts - BA.
- 2003 - 2004 m. Vilnius College of Technologies and Design, Interactive Design.
- 1999 - 2003 m. Kaunas University Of Technology Gymnasium (KTUG).

the advertisements sent by clients.

• **magazine "Druska ir pipirai"** (created for RIMI Baltic - major retail chain in Baltic countries)

· Creating concept and design for magazine for RIMI "Druska ir pipirai" ("Salt and pepper"). Selecting illustrations, page layout, pre-press. Visual ideas for every issue, styling at photoshoots.

· Making advertisements for clients of magazine, checking the advertisements sent by clients.

· Creating new concept and design for RIMI Baltic sales newspaper. Creating concept, design and page layout for RIMI Baltic Christmas catalogue at 2013.

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2011 11 - 2012 12 (1 year)

► **Designer for Cinema Theatre "Pasaka":**  
• **magazine "Gero kino programa"**

· Concept and design for magazine "Gero kino programa", selecting illustrations, page layout, pre-press.

2007 12 - 2012 01 (4 years)

► **Designer for free newspaper "15 minučių"**  
and its supplements (2008-2012 - as freelancer)

· Page layout and pre-press for newspaper "15 minučių".

· Creating branding and advertisements for newspaper and its supplements.

· Concept and design for supplements "15min Sau", "Mados infekcija", "Be2gether", "Kristupo festivalis", "Ralis laikraštis", "Ralis žurnalas", "Jūros šventė", "Ozonas", paroda "Resta", "Ozo laikraštis", "Kaunas Jazz", "Vilniaus knygų mugė" selecting illustrations, page layout, pre-press.

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2004 07 – 2013 01 (7 years)

► **Freelance graphic designer**

Graphic, web and print design:

· Graphic design, page layout, pre-press for magazine "Centras";

· Menus, flyers, posters, business cards and other graphic design for restaurants "Liv Lounge", "Trakų galvė", "Neringa" and others.

· Cooperating with PR agency "VRi" - graphic design work for political parties for elections at 2007 (municipal elections) and at 2008 (parliamentary elections) - newspapers, posters, advertisements, postcards.

· Cooperating with PR agency "Bendravimo formos" - graphic design for project about recycling "Rūšiuk ir tu", designing material for conferences, posters.

· Graphic design for "Lithuanian Children and Youth Centre" - posters, booklets, calendars, flyers and business cards.

· Graphic design for "IQ services" - branding, business cards, packaging and web design.

► **Graphic Designer for Magazine "SPO :)" (1,5 years)**

· Graphic design, page layout, pre-press for magazine "SPO :)".

## PERSONALITY

I am creative, communicative, self-reliable, responsible, energetic and thorough.

· I can design a book, newspaper or magazine from scratch.

· I will go that extra mile whenever I can.

· I keep to deadlines - working in daily newspapers taught me that.

· I know my CMYK, RGB and PANTONE.

· I smile, as the world is an interesting place.

· I agree with Mies van der Rohe that less is more.

· I am always learning and improving.

## HOBBIES

Cinema, ceramics, reading, sci-fi and fantasy.

## EXAMPLES OF WEB DESIGN

[www.managedhive.com](http://www.managedhive.com)

[www.pecunino.lt](http://www.pecunino.lt)

[www.optikona.lt](http://www.optikona.lt)

[www.akyteslelytes.lt](http://www.akyteslelytes.lt)

► **Graphic Designer for Newspaper "Utenos diena" (0,5 years)**

· Graphic design, page layout, pre-press for newspaper "Utenos diena".

► **Graphic Designer for media agency "NetMedia"**

· Graphic design, page layout, pre-press: magazine "Aurela", map "FlyLaL Vilnius Map", advertisements for companies "West Express", "Falck Security", "Mercedes Benz", flyers, stickers, branding, packaging design.

► **Graphic Designer for "Lithuanian Children and Youth Centre"**

► **Graphic Designer for media agency "Nestandartiniai sprendimai"**