**BEATRICE NAUJALYTE**

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U.S. Permanent Resident | Eligible to sign an internship agreement via IE University

**SUMMARY**

Passionate about effective communication and turning ideas into stories. Digital content creator behind a personal development YouTube channel of 300K subscribers and 18+ million views. Brilliant writing, project management, and marketing strategy skills. Available for Summer 2024 internships.

**EDUCATION**

**IE UNIVERSITY Madrid, Spain**

**Bachelor in Communication and Digital Media Expected: June 2025**

* **GPA:** 9.30/10.00. Ranked 5 among graduating class.
* Awarded Fellowship/Academic Excellence Scholarship
* **Recipient of Blue Torch Awards** for Academic Achievement and Outstanding Citizenship (one of 9 students out of 1,200+ undergraduates to receive both)
* **Earned honors in**: Writing for Media; Public Opinion, Persuasion & Engagement; Visual & Digital Media Culture; Media & Entertainment Industries; Digital Marketing & Social Media; Branding: Identity, Strategy & Reputation; Audience & Consumer Insights, Political Communications, Integrated Communication Strategies

**EXPERIENCE**

**THE BLISS BEAN Remote**

**Content Creator July 2017 – Present**

* Establishing a consistent online presence and a relationship with fans through website, email newsletter, and Instagram profile.
* Utilizing video tools like Adobe Suite and Final Cut Pro to expertly produce and edit high-quality YouTube and podcast content.
* Collaborating with brands like Skillshare, Squarespace, and the Gates Foundation to create sponsored content for influencer marketing campaigns. Best-performing integration garnered 2 million views.
* Analyzing video analytics and trending topics to optimize content calendar. Ex. Study advice video garnered 2M+ views.
* Grew personal online brand to 300K YouTube subscribers, 30K Instagram followers, and 25K newsletter subscribers.

**BEATS BY DR. DRE Remote**

**Branding & Business Analytics Remote Extern August 2023 – September 2023**

* Conducted 7 customer interviews and extensive secondary research into resurgence of over-ear headphones among Gen Z.
* Analyzed a set of tweets for brand sentiment using Microsoft Excel.
* Completed with Outstanding distinction and selected to present findings to Head of Consumer Insights, Camille Barbier.

**IE UNIVERSITY MUSIC CLUB – SEGOVIA CHAPTER Segovia, Spain**

**Communications Manager August 2022 – May 2023**

* Strategized and executed social media marketing campaigns for concerts, resulting in 30% increased event attendance.
* Achieved 60% increase in Instagram following through consistent posting and coordinating band members to amplify posts.
* Developed a comprehensive guide outlining best practices for future communications managers.
* Awarded Best Social Media Account at IE Community Awards.

**EXTRACURRICULAR ACTIVITIES**

* **Content Creation & Digital Marketing Remote Extern for Paragon One.** Utilizing SEO tools to identify and analyze keywords, crafting keyword-optimized blog posts to enhance the website’s search engine visibility.(Remote. Feb 2024 – Present.)
* **Graphic designer for IE University Girl Up Club.** Designing a new identity and promotional materials for club events from scratch in Adobe Photoshop and creating standardized templates for efficiency (Madrid, Spain. Nov 2023 – Present.)
* **Future Business Leaders of America.** Presented projects to a panel of judges for Publication Design, Social Media Campaign, and Graphic Design events. Won three 1st place State trophies and one 2nd place National trophy (Wisconsin, USA, 2016 – 2019.)

**ADDITIONAL INFORMATION**

* **Languages:** English (Native). Lithuanian (Native). Spanish (Advanced).
* **Computer Skills:** Adobe Photoshop, Adobe Lightroom, Adobe Premiere, Adobe InDesign, Microsoft PowerPoint, Canva, Final Cut Pro, ConvertKit, Squarespace, Google Tools, Wordpress, Elementor, Trello.
* **Other Skills:** SEO, Social Media Strategy, Email Marketing, Customer Research, Writing, Presentations, Project Management.