



Paulius Šivickas

MARKETING STUDENT

- Tilburg, The Netherlands
- sivickasp@gmail.com
- +31648211899
- @paulius-sivickas

PROFILE

Digital business student with experience in consulting, sales, organizing branding activities. Currently seeking marketing/growth positions in various industries from February/March.

LANGUAGES

- Lithuanian
First language
- English
Fluent

TECH STACK

Proficient and expert knowledge

- WordPress**
Website & CMS
- Shopify**
Website & CMS
- Adobe XD**
UI Design & Prototyping
- Canva**
Graphic Design
- DaVinci Resolve**
Video Editing
- HubSpot**
CRM
- Microsoft Office**

CORE COMPETENCIES

DIGITAL MARKETING & CONSULTING

As a marketing strategist, I'm passionate about attracting and inspiring customers. While with various campaigns in experience I bring a diverse skill set in digital marketing and a hunger to learn. I'm eager to advise companies and provide hands-on support in developing and implementing effective marketing strategies.

WEB DESIGN & PRODUCT MANAGEMENT

I believe in user-oriented and simple design. My aim is to create products that delight users. My product thinking and creative drive enable me to think outside the box and challenge the status quo while making and implementing sustainable and innovative design decisions.

BRANDING & COMMUNICATION

I'm a real podcast fan and always fall in love with a good story. As a marketer, I know that storytelling is the foundation of every successful brand. I love formulating advertising messages, writing texts and telling stories that are memorable, inspiring and deliberately different in order to stand out from the crowd - of course with a focus on data and facts.

WORK EXPERIENCE



FOUNDER OF AN E-COMMERCE BRAND

"DrippyDoggo"

2022/09 - 2023/06

- Founded and managed the "DrippyDoggo" brand, delivering stylish pet products that delighted customers and built a loyal community.



FOUNDER OF AN E-COMMERCE BRAND

"WarmyWear"

2023/09 - 2024/01

- Conducted market research to identify consumer preferences and market trends, informing product development and marketing campaigns.



STRATEGIC CONSULTANT

"MultiRotorResearch"

2023/09 - 2024/02

- Assisted "MultiRotorResearch" in identifying and developing a use case for drone technology in the mining industry.



MARKETING STRATEGIST

"Electude International"

2024/09 - 2025/01

- Supported "Electude" in planning and executing a content calendar, crafting European competition campaigns, and collaborating with the sales team.



BUSINESS DEVELOPMENT REPRESENTATIVE

"Qogita EU B.V."

2025/09 - present

- Supported Qogita's sales growth by managing customer outreach, recommending high-margin products, and helping buyers complete their first orders.

TECH STACK

Good Knowledge



Mailchimp
Email Marketing



Adobe Illustrator
Vector Graphics Editor



Meta Business Suite
Facebook & Instagram Ads



Google Analytics
Web Analytics



Google Ads
Online Advertising



TypeForm
Online Forms & Surveys



Adobe InDesign
Page Layout Designing



SemRush
Search Engine Marketing



Figma
UI Design & Prototyping

EDUCATION HISTORY



Siauliai 1st music school
est. 1948.

Music Degree

2011/09 - 2018/6

📍 Siauliai, Lithuania



Siauliai Julius Janonis gymnasium
est. 1851.

High school

2018/09 - 2022/6

📍 Siauliai, Lithuania



Fontys University
University Of Applied Sciences

Marketing and Digital Business

2022/09 - Present

📍 Tilburg, The Netherlands



Fontys University
University Of Applied Sciences

AI - For Society (Minor)

2024/02 - 2024/06

📍 Eindhoven, The Netherlands



Fontys University
University Of Applied Sciences

Trend and Future Research (Minor)

2025/02 - 2025/06

📍 Tilburg, The Netherlands



Fontys Digital Business Concepts (DBC) has received two 'Excellent' certificates from e-Academy, part of the Dutch digital commerce interest group Thuiswinkel.org. According to the organization, the program thus meets the requirements that e-commerce and e-marketing companies set for the employee of the future. DBC is the only program in the Netherlands with two Excellent certificates. It shows that the students are immediately employable and they have an advantage over students from other programs. DBC has been certified by e-Academy since 2016.

SKILLS

Technical Skills

Marketing Strategy

Branding

Email Marketing

Content Marketing

Social Media Marketing

Inbound Sales

Market Research

UX / UI Design

SEO

Interpersonal Skills

Growth Mindset

Disciplined

Time Management

Analytical Thinking

Realibility

Active Listening

Teamwork

Networking

WORTH



Discipline

"Dedicated and disciplined, always striving to achieve my highest potential."



Resilience

"Resilient and strong, I bounce back from challenges with determination."



Adaptability

"Master of adaptability, I transform challenges into opportunities with ease."



Growth

"I'm always looking to grow, learning and improving every day."