PAULIUS CIUDARAS

DIGITAL MARKETING COORDINATOR | SYDNEY & GOLD COAST



PROFILE

Digital marketing student with a background in TV production, live events and team management. I have worked on M.A.M.A. and Sidabrinė Gervė, run client events for Swedbank Lithuania and managed a restaurant team in Manly. Now running social media for Laboratorio Italiano while completing an Advanced Diploma of Digital Marketing in Sydney.

EXPERIENCE

SOCIAL MEDIA & CONTENT
Laboratorio Italiano Sydney | 2026–Present

- Plan the monthly Instagram content.
- Design posters and promo graphics.
- Run promotions to grow followers and traffic.

MANAGER
Little Italy Manly, Sydney | 2026

- Ran the floor and led the team day to day.

ASSISTANT MANAGER
Kazzi Beach Greek, Manly | 2025–2026

- Progressed from Barista to Assistant Manager.
- Led staff, training and daily operations.

PRODUCTION ASSISTANT — TV & ENTERTAINMENT
UAB Creative Industries, Lithuania | 2023–2024

- Assisted Producer Jurga Klimaitė-Riebling on TV, entertainment and live events.
- Worked on M.A.M.A., Sidabrinė Gervė and LRT's Radarom.
- Handled coordination, logistics, talent and on-site operations.

PROJECT MANAGER
UAB Correctus, Lithuania | 2023–2024

- Worked directly with clients to understand their event vision, needs and expectations.
- Planned and coordinated events from the initial concept through to on-site execution.
- Delivered events for clients including Swedbank Lithuania.

EDUCATION

Advanced Diploma of Digital Marketing
ACBI — Sydney, Australia
2025 – Present

Diploma of Digital Marketing
ACBI — Sydney, Australia
2024 – 2025

Bachelor of Creative & Entertainment Industries
SMK College of Applied Sciences — Lithuania
2021 – 2024

DIGITAL MARKETING

CURRENT FOCUS

CURRENTLY COMPLETING AN ADVANCED DIPLOMA OF DIGITAL MARKETING IN SYDNEY AND DEVELOPING PRACTICAL KNOWLEDGE IN DIGITAL STRATEGY, SOCIAL MEDIA, CONTENT AND CAMPAIGN PLANNING.

- DIGITAL MARKETING STRATEGY
- SOCIAL MEDIA MARKETING
- CONTENT MARKETING
- CAMPAIGN PLANNING & EXECUTION
- SEO FUNDAMENTALS
- AUDIENCE TARGETING
- DATA & PERFORMANCE ANALYSIS

HIRE ME CAMPAIGN

THE IDEA

Market myself like a product, not just send a CV

LANDING PAGE

Built my own campaign site in Wix Studio

META ADS

Planned a small ad test to drive visitors

PUBLIC LOG

Clicks, cost and replies tracked in public

TOOLS

META ADS MANAGER · GA4 · HOOTSUITE · MAILCHIMP · WORDPRESS · WIX STUDIO · NOTION · PHOTOSHOP · ILLUSTRATOR · PREMIERE PRO · AFTER EFFECTS · FINAL CUT PRO · MICROSOFT OFFICE · CHATGPT · CLAUDE

SELECTED PROJECTS

TV & ENTERTAINMENT

M.A.M.A. Music Awards

VIEW PROJECT →

Sidabrinė Gervė

VIEW PROJECT →

LRT's Radarom

VIEW PROJECT →

EVENT PROJECT MANAGEMENT

Correctus: client communication, event planning and coordination from concept to execution.

VIEW PROJECT →

LET'S CONNECT

Looking to begin my career in Digital Marketing Coordination, Project Coordination or related junior roles, combining my digital marketing studies with my background in media, entertainment and project management.

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LinkedIn →