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

MANAGER

Little Italy Manly, Sydney | 2026

- Led the team and helped create social content.

ASSISTANT MANAGER

Kazzi Beach Greek, Manly | 2025–2026

- Promoted from barista to assistant manager.
- Helped create social content; trained staff.

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: pauliusciudaras.com

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.

Sydney, Australia

hireme@pauliusciudaras.com

+61 481 356 640

LinkedIn →