

LUKO DAPKAUS CV

PERSONAL INFORMATION:

Name and Surname: Lukas Dapkus

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Driving License: Category B



ABOUT ME

I integrate easily into a team and work effectively within it. I believe that only through teamwork and clear communication across company departments can optimal results be achieved.

Key Strengths:

- Idea generation
- Budget planning and management
- Collaborating with sales teams to deeply understand products and provide robust support.
- Meeting deadlines
- Executing omnichannel advertising campaigns
- Data/results analysis

My work is guided by three principles:

1. "A talented individual wins the game, but teamwork wins the championship." (M. Jordan)
2. "Most people spend more energy avoiding problems than solving them." (H. Ford)
3. "To live is to risk it all. Otherwise, you're just an inert chunk of randomly assembled molecules drifting wherever the universe blows you." (Rick Sanchez, TV show).

WORK EXPERIENCE

2022.03 – Present

Company: UAB Ortho Baltic, UAB Smart Factory

Position: Head of Marketing

Responsibilities:

- Managing marketing strategies and their implementation
- Budget planning and oversight
- Market trend analysis
- Product positioning
- Monitoring clients, partners, and competitors
- Collaborating with advertising agencies and freelancers
- Overseeing, producing, and managing digital advertising
- Brand awareness
- Market expansion
- Planning conferences and events (4-7 annually)
- Managing and analyzing social media content
- Improving SaaS platforms (UI/UX) and advertising
- Daily collaboration with sales teams
- Supporting HR with event planning, internal culture improvement, and increasing employee satisfaction

Business Divisions Under Management:

1. **Ortho Baltic:** Personalized orthopedic footwear, orthoses, and 3D-printed insoles, 3D scanners. Brands include i-wear®, 3D-JUST®, Easy Walk®, and smart3Dworks® (SaaS).
2. **Ortho Baltic Implants:** Custom patient implants for joints, cranium, spine, and jaw restoration. This includes surgical guides and pre-operative planning software (MICE, web-based AI SaaS).
3. **Smart Factory:** A cutting-edge facility providing innovative manufacturing solutions and precision engineering services (3D scanning, 3D modeling, 3D printing, milling, and quality control).

2019.05 – 2022.03

Company: UAB, Hegelmann transporte

Position: Marketing manager Responsibilities::

Key Responsibilities in International Markets ("Hegelmann Group," operating in 18 countries):

- Developing and adapting marketing strategies for different national markets.
 - Planning, executing, and evaluating marketing budgets, including detailed reporting.
 - Managing social media platforms, creating and evaluating content (LinkedIn, Facebook, Instagram, Twitter, YouTube).
 - Running advertising campaigns across social media channels.
 - Administering, creating, maintaining, analyzing, and improving websites.
 - Initiating and maintaining the "Hegelmann Group" SharePoint project, including content preparation and maintenance (used for internal communication, training, and IT solutions across countries and the group).
 - Conducting ongoing competitor analysis within the "Hegelmann Group" (data collection and aggregation supported by an assistant).
 - Analyzing the logistics sector (road transport, excluding South America), identifying communication trends, current topics, and successful practices, and preparing monthly reports (data collection was supported by an assistant).
 - Supervising, reporting, and improving the technological functionality of the "Rate How I Drive" evaluation system.
 - Editing and designing training materials for employees.
 - Crafting marketing strategies, branding, competitor analysis, planning paid advertisements, and providing full marketing support for expansion into new countries.
 - Collaborating with sales teams by creating and tailoring sales materials, design, and communication planning.
 - Developing interactive dashboards for departments using Power BI.
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Brand-Specific Contributions:

Hegelmann Logistics: Developed and implemented marketing strategies for logistics center operations, managed comprehensive marketing support, and oversaw Google AdWords campaigns. Introduced new services to the market, including a logistics and inventory solution for e-commerce stores, offering outsourced logistics and inventory management. Enhanced employer branding for the warehouse and collaborated with HR on recruitment marketing strategies. Managed video content production.

- **Hegelmann Autotransporte:** Provided full marketing support, engaged with foreign suppliers for advertisements on niche platforms (specialized newspapers, websites, associations, exhibitions, conferences), and assisted with niche communication on social media platforms.
- **Hegelmann Special Transporte:** Delivered comprehensive marketing support for oversized cargo and walking floor departments. Collaborated with foreign suppliers for advertising on niche platforms (specialized newspapers and websites) and explored new advertising and communication channels.
- **Hegelmann USA:** Provided full marketing support, conducted competitor analysis, managed social media communication, and assisted with recruiting drivers meeting specific criteria. Successfully led and developed marketing strategies, resulting in improved product positioning and market expansion. Worked closely with U.S. management to create short-term and long-term strategies, evaluated supplier efforts, and planned marketing budgets.
- **Express Heroes, UAB:** Developed and launched a new service in the EU market, maintained social media presence, created visual presentation materials, and collaborated with the board of directors on marketing strategies and budget planning. Provided subsequent marketing support for entering the Polish, Romanian, and Ukrainian markets. Designed and executed innovative advertising campaigns, including a campaign for carrier recruitment and an audit system for carrier search.
- **Hegelmann Group Project:**
 1. **Part 1:** Created a platform for carriers to register and submit their information. Matched carriers with appropriate personnel across Europe based on their capabilities, fleet size/type, and preferences, enabling further planning and operational coordination. The platform was supported by extensive digital advertising campaigns (reached approximately 90% of Lithuanian biggest carriers).
 2. **Part 2:** Designed, launched, and tested a cargo exchange system (completed in Q1 2022).

**2015.10 – 2019.11 Company:
Freelancer Description of
Work:**

- Creation of websites and online stores
 - Website administration
 - Advertising and monitoring of websites
 - Brand creation and development
 - Planning and monitoring of advertising campaigns
 - Social media management, communication, and advertising
 - Marketing consultations and concept creation
 - Auditing advertising campaigns performed by other providers
 - Drafting evacuation plans
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2017.02 – 2019.05

Company: Freelancer (Creative Projects) Projects:

Producer – TV Project "Sala" (The Island) in Tenerife

- Organizing participants' activities
- Planning participant logistics
- Assisting in the search for filming locations
- Setting up accommodations for participants
- Sourcing props according to daily/project goals
- Providing staff support and solving ongoing issues

Director – "Gytis Paškevičius: AKIMIRKA GYVENIMAS ISTORIJA" Tour in Lithuania

- Directing visuals on LED screens
- Leading the camera crew

- Coordinating actions with the TV recording director
- Coordinating actions with the mobile TV station (KTS) technical team
- Communicating with producers to deliver materials and fulfill performers' requirements
- Managing visuals in collaboration with the video jockey (VJ) **Live Broadcast**

Director – LNK Project "In the Dark"

- Delivering live broadcasts to viewers
- Developing the narrative of live broadcasts based on show plans
- Collecting and presenting participant interviews
- Searching for new video material
- Presenting content to producers and editors
- Integrating sponsor advertisements into live broadcasts (e.g., displaying sponsor products, logos, and advertisements through selected cameras) **Live**

Broadcast Director – TV3 Project "Two Bars"

- Delivering live broadcasts to viewers
- Developing the narrative of live broadcasts based on show plans
- Collecting and presenting participant interviews
- Searching for new video material
- Presenting content to producers and editors
- Integrating sponsor advertisements into live broadcasts (e.g., displaying sponsor products, logos, and advertisements through selected cameras) **Live**

Broadcast Director – TV3 Project "I Am a Super Hit"

- Delivering live broadcasts to viewers
- Developing the narrative of live broadcasts based on show plans
- Collecting and presenting participant interviews

- Integrating sponsor advertisements into live broadcasts (e.g., displaying sponsor products, logos, and advertisements through selected cameras)

Assistant Director – "Golden Drop 2017" Music Awards

- Directing visuals on LED screens
- Searching for new video material
- Presenting content to producers and editors
- Coordinating actions with the mobile TV station (KTS) technical team
- Coordinating actions with the main TV recording director
- Managing visuals in collaboration with the video jockey (VJ)

2016.02 – 2017.04

Company: Sole Proprietorship - "Gera Kokybė Veža"

Position: Salesperson/Manager/Owner Key

Responsibilities:

- Negotiating with suppliers regarding product pricing
- Selling products
- Designing and setting up the store
- Online communication with potential and existing customers through social media

2014.06 – 2015.07

Company: Senukai Retail Center, UAB

Position: Marketing Project Manager Key

Responsibilities:

- Developing and implementing parts of marketing strategies
- Planning budgets for individual projects and concepts
- Planning and implementing regional competition strategies

- Analyzing competitor actions and providing responses
- Creating and maintaining new departments/concepts
- Annual maintenance of existing departments/concepts
- Initiating promotional campaigns tailored to needs or market gaps
- Analyzing the effectiveness of sales promotion activities
- Collaborating with advertising, design, and media planning agencies
- Overseeing and selecting advertising campaigns in public spaces
- Negotiating with internal departments regarding advertising material design
- Planning and implementing ATL and BTL communications, including singleday promotions (e.g., 30% off for various products on Wednesdays), monitoring, planning, and analyzing relevant product groups
- Planning and initiating seasonal gardening fairs (~10 cities annually), monitoring, analyzing, and planning sales promotion activities
- Coordinating and executing projects with partners
- Negotiating with suppliers

EDUCATION

2009.09 – 2013.06

University: ISM University of Management and Economics

Specialization: Business Management and Analytics

Degree: Bachelor's

COMPUTER SKILLS

- Microsoft Office Suite: 10+ years
- Microsoft Power BI: 1 year (self-taught, personally engaging and useful)

IBM SPSS Statistics: 5+ years (learned during university to excel in analytics, assisting others when needed)

- Adobe Photoshop: 5+ years

TRAINING AND COURSES

Web Programming and Website Projects

Organizer: Information Technology Training Center (2002/2004)

Certification: Achieved Topics Covered:

- HTML and JavaScript
- Fundamentals of Databases (MS Access)
- Basics of Linux Operating Systems
- Database Servers (MS SQL, MySQL)
- PHP Programming
- Internet and Email Basics
- Web Graphics (Adobe Photoshop)
- Website Design
- Content Management Systems (CMS)
- Advertising Banners (Adobe Flash)
- CMS Structure, Modules, and Administration

OTHER

Hobbies: Cycling, volleyball, running, chess, traveling, fishing, kayaking, exploring abandoned places, and learning new skills (e.g., welding, construction, Power BI).