

DAINIUS KRASAUSKAS

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🏠 Los Angeles, CA

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EDUCATION

UNIV. OF SOUTHERN CALIFORNIA

Los Angeles, CA

Master of Arts

Public Relations & Advertising

Expected graduation May 2024

- Current GPA 3.95
- Graduate Research Assistant at Center for Public Relations

HOCHSCHULE MACROMEDIA

Munich, Germany

Bachelor of Arts

Journalism

October 2017 – March 2021

SKILLS

LANGUAGE

- German (native)
- English (professionally proficient)
- French (elementary proficient)

TECHNICAL SKILLS

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe After Effects
- Adobe Illustrator
- Presentation Software (i.e. Canva)
- Figma
- Ableton Live
- Wordpress

CERTIFICATIONS

- Artificial Intelligence in Marketing
- AI Foundations: Machine Learning
- Economic Indicators
- Learning Art Direction
- Managing Complexity in Diverse Organizations

Growing up, I could not afford expensive software – so I cracked video editors & music programs, learned how to use them and began living for everything creative.

WORK EXPERIENCE

TAPE IT | CREATIVE MARKETING (intern)

Los Angeles, California | June 2023 – Present

Tape It is a music tech startup known for its songwriting iOS app and AI audio research.

- Developing marketing strategy and video content plan for brand social media launch on TikTok, Instagram and YouTube.
- Collaborating with head designer to produce social media content including 40+ videos and inbound focused materials including graphics, flyers, and posters.
- Building and managing social media schedule.
- Implementing social media automation with Buffer, documenting all data analysis in Notion and writing internal tutorial materials for future intern onboarding.
- Achieved 160,000+ views on TikTok from July to present with an engagement rate of 14.62%.
- Increased average monthly downloads of two months before vs. after strategy launch by 43.97%.

WAYRA GERMANY / O₂ TELEFÓNICA | DIGITAL CONTENT PRODUCER (full-time)

Munich, Germany | September 2021 – August 2022

Wayra is a tech VC firm that scales startups specialized in AI, VR/AR, robotics & 5G.

- Led in-house content creation and within six months transitioned to additionally lead internal communications and public relations.
- Exceeded company's PR KPI by 180% through media coverage.
- Surpassed quarterly internal communication KPI's by 272% by reworking the internal intranet, and developing quality content.
- Conceptualized and managed an impactful event between O₂ Telefónica, Wayra and start-ups by creating efficient pitching and networking format.
- Initiated visit from Bavarian prime minister to mark Wayra's 10th anniversary.
- Provided pro bono creative consulting to start-ups on branding and marketing.

ARCTICFOX FILM | MUSIC PRODUCTION, JUNIOR CREATIVE DIRECTOR (freelance)

Munich, Germany | April 2021 – August 2022

- Art directed music video of Champions League winner and captain of Canada's soccer team Alphonso Davies (FC Bayern Munich).
- Achieved over 20 million views across social media and coverage from world's biggest sports outlets including SPORTbible, SportBILD and Sky Sport Germany
- Produced music video for activist Jiréh Emanuel and led celebrity-endorsed anti-racism communications campaign, leading to legislative change in Munich.

FORSTORY | VIDEO PRODUCTION (intern)

Munich, Germany | February 2020 – July

- Editing, post production, graphic design and copy writing for one of Germany's leading agencies with a focus on sustainability.