

Ugne Giraityte

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Summary

Skilled Branded Content Writer with a proven track record in creating high-impact digital campaigns for top lifestyle and entertainment brands. Expert in SEO-driven storytelling, social media management, and client collaboration. Adept at juggling fast-paced deadlines, attending live events, and delivering content that drives engagement and results.

Skills & Proficiencies

- Expert in branded content and copywriting.
- Strong editorial voice across lifestyle, fashion, and entertainment.
- Skilled in managing social media and creating visual assets (Canva).
- Confidently attending events and reviewing experiences.
- Fast, clear communicator with sharp attention to detail.
- Experienced in CRM (Salesforce, HubSpot) and CMS tools.
- Highly organised; great at multitasking and meeting deadlines.
- Comfortable working with clients, PRs, and internal teams.

Work Experience

Senior Branded Content Writer

Fever & Secret Media Network, London | 2025 - now

- Writing engaging branded content in Secret London's voice for top lifestyle and entertainment brands
- Reviewing events and experiences, often attending launches and visiting project locations across London
- Collaborating with clients and internal teams to deliver creative campaigns that meet commercial goals
- Managing multiple deadlines in a fast-paced, digital publishing environment
- Managing several social media channels with over 2.7 million followers for Secret Media and providing visual & design materials

Senior E-commerce Content Specialist

Wowcher, London | 2022 - 2025

- Providing executive support, assisting senior leadership with scheduling, meeting coordination, and key document management.
- Managing content workflows, ensuring deadlines were met and aligning cross-functional teams.
- Liaising with sales, analytics, and social media teams to streamline communication and project execution.
- Maintaining organisational efficiency through CRM tools, CMS platforms, and tracking systems.

Fashion & Culture Writer

7Hollywood | 2023 - 2024

- Building and maintaining relationships with high-profile fashion editors and stakeholders, managing communication channels.
- Coordinating interview scheduling and assisting with editorial deadlines, ensuring seamless content delivery.
- Conducting research and data management to support executive decision-making.