

Ugne Giraityte

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Summary

Senior Branded Content Writer with 3+ years' experience creating high-performing editorial and branded copy across lifestyle, fashion, entertainment, and culture. Skilled in producing engaging content that drives engagement, revenue, and visibility through articles and social media campaigns. Combines creative flair with data-driven strategy to deliver content that consistently performs on Google Discover, Instagram, and other high-traffic channels.

Skills & Proficiencies

- Strong editorial voice across lifestyle, fashion, culture, and entertainment.
- Branded content strategy: from ideation to campaign launch and performance analysis.
- Content optimisation, with articles regularly featured on Google Discover.
- Social media management (Instagram, Facebook, Reels), with viral posts reaching 18k+ likes.
- Data analysis (Metabase, Google Analytics) to track campaign performance and inform future strategy.
- Event coverage and reviews, from Fashion Week features to immersive cultural experiences.
- Skilled in CMS (WordPress), Canva, and CRM tools (Salesforce, HubSpot).
- Communication with strong collaboration across marketing, PR, and editorial teams.

Work Experience

Senior Branded Content Writer

Fever & Secret Media Network, London | 2025 - now

- Writing branded and editorial content in Secret London's voice for top lifestyle and entertainment brands.
- Reviewing live events, immersive art experiences, and cultural exhibitions.
- Developing and executing digital campaigns from waitlist through opening, achieving a 22% share of annual signups from a single project.
- Creating and managing social media content (Instagram, Facebook, Reels, Stories), including viral posts with 18k+ likes and consistently high engagement rates.
- Analysing performance data in Metabase to provide actionable insights, boosting engagement and ROI.
- Collaborating with PRs, brands, and internal teams to deliver creative campaigns that balance editorial quality with commercial goals.
- Regularly featured on Google Discover, driving strong readership and visibility.

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.