

Contact

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Top Skills

Digital Marketing
Project Management
Entrepreneurship

Languages

Lithuanian (Native or Bilingual)
English (Native or Bilingual)
German (Native or Bilingual)

Certifications

The Fundamentals of Digital
Marketing

Honors-Awards

Finalist at Startups event "Verslauk"
Finalist at "Startup Weekend
Lithuania"

Nerijus Tilvikas

Head of Digital at All Media Lithuania (TV3)
Lithuania

Summary

I have over 10 years of experience working on digital products, managing development and marketing teams.

I provide expertise in marketing technology, digital media, and online monetization verticals.

Experience

TV3 Lietuva

Head Of Digital

February 2019 - Present (1 year 3 months)

Vilnius, Lithuania

Content, Marketing & Technical development of all All Media Lithuania digital products.

Our main websites include: tv3.lt, TV3play.lt, sportas.lt, lamaistas.lt, tevu-darzelis.lt and 30+ others.

Dotexit

Partner

December 2018 - Present (1 year 5 months)

Our international team provides personalised independent M&A advisory and Brokerage service to a wide range of private clients, primarily in the small to the mid-market range.

We are known for our ability to execute SaaS and digital content/media product transactions. Combining transactional expertise with a creative approach, we aim to secure the best possible outcome for our clients. We are determined in our pursuit of this aim.

Freelancer

Digital Marketing Consultant

August 2017 - June 2019 (1 year 11 months)

I'm consulting Fintech and real estate Startups/early-stage companies on their lead generation and crowdfunding activities. Providing expertise in digital marketing and product development.

UAB Tipro

4 years 8 months

Chief Executive Officer

September 2015 - November 2018 (3 years 3 months)

Verkių g. 36, Vilnius

I'm leading the Product Management team (backoffice of Tipro Group) with a focus on our advertising inventory growth. The challenge is to strike a balance between user retention and maximising profits from programmatic & direct ad sales.

Tipro owns or has rights to sell advertising on 50+ websites in Lithuania, like: krepsinis.net, tv3.lt, lamaistas.lt, sportas.lt and others.

Product Manager

April 2014 - September 2015 (1 year 6 months)

Vilnius

- I was managing technical product development and launch of: www.tv3.lt, www.topocentras.lt, www.euronics.lt, www.indeliai.lt and news and e-commerce websites.
- I managed our Ad Ops team. Implemented RTB, DMP, PMP, DSP monetisation solutions.
- Acted as a liaison between sales, developers and clients to produce highly enticing native advertising solutions (games, content angles).
- Managed the development of technical solutions to bypass AdBlocker filters.
- Advised on digital marketing, campaign optimisation, tracking and best performance on our network for clients.

Totimedia

Co-Founder, Digital marketing specialist

January 2013 - January 2015 (2 years 1 month)

Vilnius

Totimedia is a digital marketing agency. It helps companies improve their online performance through marketing and branding strategies, consistent communication and design.

Studentų Verslo Tiltas

Chairman Of The Board

May 2012 - May 2013 (1 year 1 month)

Konstitucijos pr. 7a

A Junior Enterprise is a non-profit civil social organization, formed and managed exclusively by undergraduate and postgraduate students of higher education, which provides services for companies, institutions and society, under the guidance of teachers and professionals with the goal to consolidate and enhance the learning of their members. Junior Enterprises are similar to real companies, counting with the principles of corporate governance like management council and executive board, and own regulation.

kurkada.lt

Co-Founder of events search platform for Lithuania users

April 2012 - February 2013 (11 months)

Lithuania

Brand development, User traffic growth, web site UI and advertising revenue.
Developing brand, marketing and sales strategy.

Education

Vilniaus Universitetas / Vilnius University

Bachelor of Business Administration (BBA) · (2009 - 2013)