

Amber Gintare Andrews

BBA, MEd, PhD

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AT A GLANCE

- Over 10 years of cross-sector experience managing digital projects and teams.
- Passionate about marketing and all things digital.
- Strategic, systematic thinker, analytical, quick learner, excellent in capturing business needs and translating them into clear action plans.
- Natural leader, motivator, finding and growing talents in others.
- Confident in stakeholder relationship management and reporting to all levels.
- Emotionally intelligent, resilient, empathetic, good listener and communicator.
- Entrepreneurial, seeing opportunities in every situation.

EXPERIENCE

Digital Marketing Agency Director

Everglow Media (Bedford, UK)

September 2018 – present

- Managing business operations, business development and marketing (web, digital presence, events).
- Managing key accounts and projects, partnering with clients throughout business needs identification, research and analysis, conceptualisation, resource allocation, implementation, measurement, communication and training.
- Supervising website design project teams, consulting SMEs on digital marketing and content strategy, social media management, community building, video content, ads, campaigns, PPC, website design and maintenance, UX, SEO. Everything that SMEs needs to grow online.

Find out more www.everglowmedia.co.uk

Innovation Project Manager

The United Nations (Valencia, Spain)

January 2018 – August 2018 (FTC)

- Led the InnovationLab programme (innovation workshops, expert hubs, learning and collaborative spaces, partnerships with academia).
- Successfully managed a portfolio of complex enterprise level technology innovation projects (machine learning, social media listening, collaboration space portal).
- Managed project teams, creating a matrix structure.
- Built strong relationships with various stakeholders within and outside the UN worldwide.
- Managed InnovationLab's marketing and product marketing activities.

Marketing Communications

Cranfield University (Cranfield, UK)

July 2015 - December 2017 (2 years 6 months)

- Implemented phased migration and rebranding of the university's website www.cranfield.ac.uk, taking ownership of content migration, editing, content improvement, quality assurance of over 2,500 pages.
- Proactively took responsibility for school's web content and digital presence roadmap, liaised with heads of themes and academics in content planning and creation.
- Coordinated personas-based UX, SEO, web monitoring and analytics, resulting in reduced website bounce rates, improved user experience and unrecognised needs being addressed.
- Managed marketing rebranding projects, from idea to end product, working with external designers and agencies.

Educational Technology Lecturer and Researcher

Kaunas University of Technology (Kaunas, Lithuania)

October 2011 - September 2015 (4 years)

- Taught undergraduate degree courses in learning environment design, information systems and knowledge management.
- Worked on research projects in the fields of ICT applications in the education processes.
- Managed 25 people simulated student organisation from conception to a real product launch.
- Coordinated department's marketing activities (brochure, online presence, student recruitment events).

Product Manager

Publishing House 'Sviesa' (Kaunas, Lithuania)

September 2010 - September 2012 (2 years 1 month)

- Led strategic digital educational product planning and product development.
- Conducted national market research projects and innovation generation workshops.
- Consulted as an expert in external national e-learning platform creation projects.
- Coordinated product marketing activities, events.

Project Manager

Kolping University of Applied Sciences (Kaunas, Lithuania)

September 2005 - October 2010 (5 years 1 month)

- Managed student exchange projects and international relations.
- Organised events, conferences, career days and exhibitions.
- Managed student experience research and monitoring, proactively suggesting service improvements.
- Coordinated department's marketing campaigns.

EDUCATION & CPD

Level 7 Diploma, Strategic Management and Leadership

Chartered Management Institute, 2019 - present

PhD in Social Sciences (Organisational Learning and Knowledge Management)

Kaunas University of Technology, 2011 - 2017

Master in Educational Technology, with honours

Kaunas University of Technology, 2009 - 2011

Bachelor in Education (Applied Ethics and Philosophy)

Lithuanian University of Educational Sciences, 2006 - 2009

Bachelor in Business Management (Marketing)

Kolping University of Applied Sciences, 2002 - 2005

SKILLS

Strategic Planning, Programme Management, Product Development, Innovation, Project Management, Continuous Learning, Responsibility and Ownership, Leadership, Team Management, Change Management, Organisational Culture, Roadmaps, Stakeholder Engagement, Marketing Communications, Creative Problem Solving, Collaboration, Teamwork, Analytics, Marketing Research, Training, Event Management, Content Management, Prince 2, Agile, Scrum, MS Project, MS Office, Adobe Creative Suite.

ACHIEVEMENTS

100 Best Graduates of Lithuanian Technical Universities 2011

Best Graduate in Educational Sciences 2011

Over 10 publications in international journals (incl ISI)

Speaking English, Russian, Spanish, Lithuanian

And many more on LinkedIn <https://www.linkedin.com/in/gintareandrews/>