

KLIDAS SALICKAS

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Klaidas-Salickas 

PROFILE

Delivery-focused professional with over 8 years of experience managing projects, cross-functional programmes, and data-driven initiatives across fintech, e-commerce and media environments. Demonstrated ability to own outcomes end-to-end from requirements and planning, through to execution and benefits measurement, with a track record of delivering measurable results against defined objectives. Holding a PRINCE2 Foundation and actively seeking to develop my skills further within a project management based role.

CORE COMPETENCIES

Data management & governance (GDPR)

Business process optimisation (Customer experience & Marketing)

Customer insight & analytics (Natural language processing, A/B testing)

SQL & Database experience (Metabase custom-built internal admin tools)

Project planning and delivery (Prince2)

Project management tools. (Confluence, Jira, Trello, Monday.com, Asana)

WORK EXPERIENCE

Glint Pay, London

Senior Client Services Executive *(Delivery & Process Lead)*

July, 2023 – Present

- Supported the end-to-end hiring process for a new Client Services Executive, from candidate assessment and interviews through to onboarding.
- Designed and delivered structured training to ensure a smooth transition into the role and rapid integration into live workstreams.
- Led the management and content redevelopment project across the UK, US and international markets, restructuring information architecture, implementing data tagging and analytics frameworks, delivering a 40% uplift in help centre usage, directly reducing inbound demand on client support operations.
- Chaired bi-weekly technical meetings to review and advise on the rebuild of the core internal administrative system, managing requirements capture, progress tracking, and future-proofing decisions to ensure operational continuity throughout the transition.
- Led a structured client feedback monitoring programme using Zendesk, translating insight data into short and long-term action plans that informed strategic decisions and product communications, including a series of tutorials developed as part of the help centre, which measurably reduced support contact volumes.
- Managed end-to-end delivery of six cross-functional campaigns directly in partnership with the CEO, overseeing the full lifecycle from concept through execution, including a major platform decommission and two product launch campaigns, with performance tracked and reported via Metabase and HubSpot.
- Designed and executed A/B testing to optimise audience engagement, refining communications strategy based on quantitative performance data.
- Developed a suite of SOP's for complex technical and regulatory queries (FCA, third-party banking), improving consistency and reducing resolution time across the client support function.

Client Services Executive

December, 2022 – July, 2023

Gousto, London

Customer Insights Analyst *(Business Analyst)*

June, 2022 – November 2022

- Led a data-driven business improvement project to optimise compensation spend of c.£4m per year, applying natural language processing to qualitative complaint data, presenting findings and policy recommendations to senior leadership, resulting in a 3% reduction in cost per error, equivalent to £120,000 in annualised savings
- Managed the development and ongoing maintenance of 20+ pieces of customer-facing content across the digital product, coordinating with cross-functional stakeholders to deliver a 10% improvement in engagement and a 5% reduction in contacts per order.
- Used natural language processing to identify systemic gaps in operational knowledge across a 200+ person customer care team, working with the training function to develop and implement targeted training materials, measurably improving agent performance and customer confidence.
- Built and maintained relationships between the digital product and customer insights function to embed the voice of the customer into business planning; onboarded and trained 30+ new talents in data tooling, growing the active user base and increasing platform engagement.
- Planned and delivered LGBTQ+ social community events, managing scheduling, logistics, and stakeholder engagement across 10 bi-weekly events with 20+ attendees each.
- Negotiated with third-party logistics partners to resolve complex customer complaints and improve communication protocols, contributing to industry-leading customer satisfaction ratings of 90%.

CringeMag

Co-Founder & Creative Director (*Project & Operations Lead*)

February, 2021 – June, 2023

- Led end-to-end project delivery across four magazine issues, owning full lifecycle management from concept and brief through design, production, and distribution, managing scope, scheduling, and quality to deadline on each release.
- Developed and managed the company budget, sourced external finance, and conducted financial and supply chain risk assessments, maintaining financial control and continuity across a multi-stakeholder operation.
- Built and maintained relationships with four retail distribution partners, financial bodies, and manufacturers, managing contracts, expectations, and operational dependencies across the full supply chain.
- Conducted ongoing market research through social listening, moderated user research, and trend analysis to inform strategic direction and product decisions.
- Owned all digital infrastructure, including website and social media platforms, managing design, content scheduling, and performance analytics using Miro, Wix, Adobe Suite and Later.

Freelance Product Designer

October, 2022 – December, 2022

- Created functional prototypes for a subscription service focused on building the confidence of users. Responsible for the end-to-end design process, producing and testing high-fidelity prototypes.
- Ideating, producing and presenting research and design artefacts, including user personas, customer journey maps, wireframes and concept designs to demonstrate new features and other visual elements in the project.
- Conducted usability testing and heuristic evaluation.

SKILLS

Prince2 Foundation in Project Management

Project Management Foundations: Small Projects – LinkedIn

SQL essential training – LinkedIn

Beginner UX design – UX Academy

Nottingham Trent University – (BA Hons) Fashion Marketing and Branding

- Modules included: Strategic marketing, Market insights analysis, Strategic and creative solutions, Brand development and promotion.

Languages:

English

Lithuanian