

Kristupas Matulionis

Creative strategist · e-commerce

E-commerce, email marketing, design and automation

CONTACT

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TOOLS

Design

Figma, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Visual identity, Typography, Photography and retouching, Video editing

Build

HTML, CSS, JavaScript, WordPress, WooCommerce, Drupal, Astro, Supabase, Git, Claude Code

Automation and growth

Make.com, n8n, Meta Ads Manager, Omnisend, Salesforce Marketing Cloud, Analytics and pixel setup

EDUCATION

SMK University of Applied Social Sciences

Marketing and advertising management, 2020–2022

E-commerce strategy, design and automation in one pair of hands.
Remote or hybrid.

EXPERIENCE

2024 – present

Founder and designer

Digital Acid

A two-person digital studio. Visual identities, websites and online stores for service businesses. Not only the design. I build the functionality and the automation too: CRM flows, email sequences, internal processes that run unattended.

Apr 2025 – Feb 2026

Web System Administrator

BITĖ Lietuva

Worked in the e-commerce team. First steps inside a corporation, and the first scale you cannot handle by hand. Managed content for bite.lt and labas.lt: product and offer pages across both the websites and the mobile apps. Ran direct marketing through Salesforce Marketing Cloud: building segments, configuring sends, monthly newsletters and offer campaigns. Alongside that, day-to-day communication on outages and customer questions.

Aug 2023 – present

Web developer

freelance

Client websites from brief to launch: WordPress, WooCommerce, front-end, maintenance.

Sep 2023 – Jul 2024

Web developer

One More Agency

Built websites for the agency's clients, from concept to launch: front-end, WordPress, release.

2022 – 2023

Web Developer and Marketing Specialist

Rinkodaros Guru

The first job where a website became a tool rather than a hobby. Built and maintained websites and online stores for wildly different clients: from campaign graphics for an election to a site for a local farm. The real lesson was not in the code but in the conversation: how to find out what a client actually needs before they have named it themselves.

2015 – 2022

Photographer and Videographer

freelance

The first place where the result was mine alone. More than 100 weddings, shooting and assisting. Around the camera: my own social channels, Meta ad campaigns, client consultations on how the day would run, retouching and video editing. A day you cannot reshoot teaches you to prepare earlier than you need to.