



KITIJA JUMIĶE

Marketing & Content Specialist | SEO | WordPress

Marketing and web professional with a background in Multimedia Design and Communications. Experienced in SEO, website management, and strategic content creation. Passionate about building engaging and user-friendly digital experiences that drive measurable growth.

About Me

I'm a curious and proactive marketing professional with a passion for content, websites, and making digital experiences smoother and more engaging.



+371 28369780



jumikekitija@gmail.com



Riga, Latvia



[/kitijajumike/](#)

LANGUAGE

- Latvian (Native)
- English (Fluent)
- Spanish (Beginner)
- Russian (Beginner)

EXPERTISE

- WordPress Website Management
- SEO & On-page Optimisation
- Ahrefs, Semrush
- Content Writing & Editing
- Google Ads, Meta Ads, LinkedIn Ads
- Graphic Design (Canva, Adobe Illustrator)
- GA4, GTM, Search Console
- Bilingual Communication & Multicultural Experience

EXPERIENCE

DigitalGuest ApS – Aarhus, Denmark

Website & Online Marketing Manager | June 2021 – April 2025

- Maintained and developed the company website using WordPress
- Monitored website performance using GA4 and Search Console
- Ranked #1 on Google for five core company keywords through targeted SEO initiatives in 2024
- Increased organic website traffic by 130% in 2024 through consistent, high-quality blog content

Avon Cosmetics – Riga, Latvia

Digital Content Specialist & Office Administrator | 2017 – 2019

- Managed daily website updates and product content
- Created social media posts and internal materials
- Supported vendor contract negotiations and office operations

Viva Expeditions – Auckland, New Zealand

Marketing Assistant | 2016 – 2017

- Assisted with website content updates and visual content creation
- Contributed to the development of brochures and marketing campaigns

EDUCATION

IBA International Business Academy – Denmark

Multimedia Design & Communications
2019 – 2021

Stenden University of Applied Sciences – Netherlands

BBA in International Tourism Management
2013 – 2017

INTERESTS

Travel, Kitesurf, Dance, Stock Market, Animal Welfare