

CURRICULUM VITAE

DAIRA KNIPŠE

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EDUCATION

Liepaja University

2014 – 2016 Professional Master degree in Management Sciences („Society Management”)
2009 – 2012 Professional Bachelor’s degree in Culture Management

Latvian Academy of Culture

2008 – 2009 Bachelor's program "Sociology of Culture and Management" (unfinished)

Latvian College of Culture at the Latvian Academy of Culture

2005 – 2008 First level Professional higher education degree in Culture Management with specialization in Music Management

Faculty of European Studies of Rīga Stradiņš University

2005 Preparatory courses in the program "Journalism. Public Relations " (3 months)

Babite Secondary School, Babite Music School

1994 – 2005

WORK EXPERIENCE

Liepaja Children and youth center, branch “Youth house” (10.2017 – now)

Position: Project manager, writer, coordinator

Duties: Implementation, coordination and documentation of European Union program “Erasmus+: Youth in action” projects, cooperation with Agency for International Programs for Youth, writing and implementation of various projects, administration of the website www.jauniesumaja.lv, preparation of press releases for the media, participation in organizing various events for youth and implementation of youth policy in the municipality of Liepaja.

ASSITEJ Latvia, International Association of Theatre for Children and Young People

Position: Manager of international guests (2017 – 2018)

Duties: Communication with ASSITEJ members and theaters organizing International professional theater festival for children and young people „EJU MEKLĒT!”, coordination of international guests and organisation of stay in Latvia.

International Contemporary Dance Festivals „VIDES DEJA” (2011 – 2017)

Position: Coordinator of project and participants (contract work), Administrator of website

Duties: Coordination of project implementation, communication with all parties involved in the project, information materials, management of the main guest artists and its performance, administration of the festival website www.videsdeja.lv.

Dance Support foundation „Stars’ Well” (08.2016 – 09.2016)

Position: Manager of dance theatre performances „About Shadows”

Duties: Management of dance performance: publicity, advertising, ticket sales, promotion, financing, communication with stakeholders.

Shopping mall „KURZEME” (03.2013 – 03.2015)

Position: Advertising Specialist (part-time job)

Duties: To plan and carry out a monthly marketing activities, promotions, a variety of co-operation, the necessary financial resources. Offer sales promotion of shopping mall tenants. Visual presentation of the organization. Preparation of press releases and social networking maintenance. Communication with the tenants of the house. Preparation of monthly reports to management.

Liepāja City Municipal institution „Liepāja Youth centre” (02.2011 – 02.2013)

Position: Acting Director (11.2012 – 02.2013)

Duties: Reorganization of institution, communication, the formalities with Liepaja City Council and the acquiring institution. Representation of institution in Latvian-Lithuanian cross-border project "Common Future" (foundation of Liepaja "Youth House") documentation and implementation.

Position: Public Relations Specialist at „Liepaja Youth centre” (02.2011 – 11.2012)

Duties: Administration of Liepaja youth information portal www.jauns.lv. Organizing of non-formal education classes and cultural activities. Organization of International youth exchanges projects, leader of Latvian youth groups during projects in Estonia and Denmark. Press releases and information gathering. Communication with the city's young people, schools, organizations, Liepaja City Council.

Dance Support foundation „Stars’ Well” (05.2007 – now)

Position: Member of the board (periodically projects)

Duties: Administration of website www.starswell.lv. Preparation of public releases, publications and visual materials. Social networking maintenance.

Corporation „L-Tips” (06.2006 – 07.2010)

Position: Accompany person for foreign music artists (periodically projects)

Duties: To accompany various foreign music artists (such as „Kosheen”, „Bad Boys Blue”, Tomass Anderss, Nik Kershaw etc.) mainly for the concert events in hall of Ķīpsala and arena „Rīga” – reception, transportation, organization of necessary security, communication with both guest artists and the event organizers, precise execution of logistics graphics.

Advertising agency „ASAP Promo” (04.2007 – 07.2007)

Position: Member of advertisement campaigns

Duties: Implementation of advertising campaigns to such companies as „Winston” and „Camel” in a frame of marketing research in supermarkets „Rimi” in Latvia.

SIA ”Parties for Children” (07.2005 – 12.2005)

Position: Manager of events for children

Duties: To manage children’s birthday parties with a number of scenarios programs in leisure centre „Ķeizarmežs” and at corporate off-site events as well.

SIA ”EASTCON” (01.2005 – 04.2005)

Position: Promotional event organizer / telephonist

Duties: Working with the customer database, telecommunications with customers, organization of home presentations for the company's product sales promotion.

ADDITIONAL EXPERIENCE

Liepaja University Student Council (09.2009 – 02.2011)

Public Relations Head of the direction - the working group management, preparation of press releases, promotional material development. Senator of Liepaja University Senate, a member of the Constitutional Assembly.

Music group „Gain Fast” (2008)

Cooperation with the group management - sponsorship, charity activities, presentation event for the album "Tas nav no zemes šīs .." and organization of concert tour as well.

LANGUAGE SKILLS: latvian – native
english – excellent
russian – good

COMPUTER SKILLS: MS Office, Outlook, Photoshop, Corel Draw, WordPress, Drupal

DRIVER’S LICENCE: B category