

DOVYDAS DOBROVOLSKIS

KEY ACCOUNT & MARKETING CONSULTANT - E-COMMERCE & AI

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01 PROFILE

Account & marketing consultant with **5+ years** at **Zalando Marketing Services**, where I've advised **200+ brands** across fashion, beauty and accessories and closed **€15M+ in marketing-investment sales** through Joint Business Planning with C-level, media planning, and P&L-driven growth. In parallel, I run an **independent AI automation practice**, helping businesses cut cost and save time by automating their operations end-to-end - from internal tools and AI agents to production chatbots and RAG systems.

02 EXPERIENCE

Zalando Marketing Services

Berlin, Germany · 2020 - Present

● Partner Consultant

2025 - Present

- Lead **Joint Business Planning** with C-level stakeholders, translating brand strategy into annual growth roadmaps within Zalando's ecosystem.
- Own a portfolio of **40+ brand partners** at any given time, consistently exceeding revenue & ROAS targets through data-led growth strategy, channel mix and budget allocation.
- Advise on market positioning and media investment using **consumer insights and P&L analysis**.
- Pilot new ZMS ad products (Self-Service, Gemini) pre-rollout and mentor consultants across **cross-functional squads** (Partner Programme, Buying, Supply Chain).

● Partner Success Manager

2023 - 2025

- Led yearly and campaign media planning worth **€600k+** for brand partners, advising on ZMS solutions and product value.

● Junior Partner Consultant

2021 - 2023

- Grew partner revenue through performance monitoring, **P&L-based budget optimisation** and partner education webinars.

● Self-Service Marketing Intern

2020 - 2021

- Onboarded and trained partners on the ZMS Self-Service platform, driving adoption and relaying user feedback to product teams.

Henkel AG

Hamburg, Germany · 2018 - 2020

Online Marketing Intern · Schwarzkopf Professional

- Created educational and marketing content for **Schwarzkopf ASK**, aimed at professional hairdressers.
- Produced digital materials and ran in-house photo shoots for online brand campaigns.
- Supported international **influencer collaborations** and brand-promotion events.

03 INDEPENDENT AI PRACTICE

Dirbtinis Intelektas Verslui

Founder & AI Automation Consultant · 2024 - Present

I design and ship **production AI systems** end-to-end for SMBs, built rapidly with **Claude Code** - conversational & booking agents, RAG knowledge assistants, marketing & content automation, voice agents, and custom web platforms. Selected work:

AI customer-service & booking chatbot - Batutynas

Handles **50% of all orders** autonomously over Facebook Messenger with human handoff, removing hours of manual back-and-forth - grounded in retrieval over the client's knowledge base.

RAG · PINECONE · N8N · CHATWOOT · POSTGRESQL

AI-for-business platform - dirbtinisintelektasverslui.lt

Founded and built Lithuania's AI resource hub: news, tutorials, tool reviews and a specialist marketplace.

NEXT.JS 15 · CLAUDE CODE · TYPESCRIPT · TECHNICAL SEO / GEO

AI content pipeline - Luxury Mood

Auto-generates and schedules **one on-brand post per day** across channels - removing daily content work for the owner.

FAL.AI · N8N · GENERATIVE IMAGE MODELS

Operations automation - Insosport.lt

Syncs every incoming order into the team's task boards automatically, saving **~1.5 hours a day** (≈22.5 hours/month) and eliminating manual entry and missed orders.

N8N · CLAUDE CODE · EINPIX · TRELLO · WEBHOOK AUTOMATION

04 SKILLS

Account & Growth

Key Account Management · Joint Business Planning · Portfolio Growth · Upselling · P&L Analysis

Marketing & Media

Performance Marketing · Media Planning · ROAS Optimisation · Campaign Strategy · Consumer Insights

Leadership & Delivery

C-level Stakeholder Management · Cross-functional Collaboration · Mentoring · Project Management · Go-to-Market

AI & Automation

RAG Architecture · Agentic Workflows · Prompt Engineering · Process Automation

Tools

Claude Code · GPT / Claude · n8n · Pinecone · Python · Next.js · Analytics

05 EDUCATION & LANGUAGES

EDUCATION

BA International Business Management

Saxion University of Applied Sciences, Netherlands · 2020

LANGUAGES

Lithuanian (native)
English (fluent) · German (B2)