

Anna Gvetadze

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Summary

PhD in Psychology with significant experience in project management and research. Skilled in Marketing, PR, and Event Management with a strong track record in building meaningful relationships. Demonstrates outstanding leadership abilities and consistently meets targets. Adaptable and dedicated, delivers first-class results under demanding deadlines.

Experience

HEAD OF RESEARCH SUPPORT AND PROJECT DEVELOPMENT DEPARTMENT | 06/2023 - Current

Alte University - Tbilisi, Georgia

- Developing Research Projects and Capacities of the University
- Evaluating Impact of implemented activities
- Writing Grant Projects
- Managing and Coordinating Projects
- Organizing Conferences

TRAINER | 11/2022 - Current

INFORMATION CENTER ON NATO AND EU - Tbilisi, Georgia

- Developing Media and Information Literacy Training Modules
- Delivering Media and Information Literacy Training

PROJECT MANAGER | 09/2011 - Current

GESOMAR - Tbilisi, Georgia

- Communicating with client, calculate budget
- Managing Qualitative and Quantitative Research projects
- Creating research instruments
- Briefing coordinators and supervisors
- Conducting descriptive and Inferential statistics data analysis in SPSS and prepare final report for the client

PROJECT COORDINATOR

YOUTH ECONOMIC FORUM - THE USAID ECONOMIC GOVERNANCE PROGRAM

Coordinating and Planning project activities

Communication with all parties

ASSISTANT PROFESSOR | 09/2018 - Current

European University - Tbilisi, Georgia

Lectures in following subjects (Georgian Curses) - SPSS, Calculus, Social Psychology, Research Methods, Experimental Psychology, Conflict Psychology, Influence Psychology, Interpersonal Relations Psychology, Media Literacy

Lectures in following subjects (English Curses) - Argumentative Writing, Research Methods, Scientific Reasoning

ASSOCIATED PROFESSOR | 04/2023 - Current

Guram Tavartkiladze University - Tbilisi, Georgia

Lectures in following subjects - Calculus, Research Methods

GUEST LECTURER | 09/2021 - Current

Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia

Lectures in following subjects - Research Methods, SPSS, Influence Psychology, Family Psychology

ASSISTANT PROFESSOR | 09/2021 - Current

Free Academy - Tbilisi, Georgia

Lectures in following subjects - Calculus, Cross-Cultural Psychology

ASSOCIATED PROFESSOR | 01/2024 - Current

INTERNATIONAL BLACK SEA UNIVERSITY

Lectures in following subjects (Georgian and English Curses) - SPSS, Calculus, Research Methods

MEDIA LITERACY DEVELOPMENT DEPARTMENT | 05/2020 - 06/2023

Communications Commission - Tbilisi, Georgia

- Integrating Media Literacy in Formal Education (Schools and Universities)
- Developing Media Literacy Projects and identifying future capacity and capability needs for successful project planning
- Developing Media Literacy Learning Materials, Training Programs and Modules, and conducting Trainings
- Training students, teachers, parents, and all other interested groups
- Reviewing performance against targets, appropriately identifying and managing risks and opportunities
- Reporting project status and financial updates to stakeholders and collecting feedback
- Delivering presentations and briefings to senior teams and incorporating changes into project workflows
- Enforcing set quality standards to deliver key objectives and project KPIs
- Applying expertise in project management methodologies to keep teams aligned through collaborative approaches

COMMUNICATION PROJECTS DIVISION | 07/2018 - 05/2020

Ministry of Education and Science of Georgia - Tbilisi, Georgia

- Conducting intra and extra surveys and prepare statistical analysis (SPSS) and final report
- Organizing events and PR campaigns
- Managing media literacy projects implemented by Communications Commission

PUBLIC RELATIONS SPECIALIST | 01/2018 - 07/2018

Ministry of Culture and Sport of Georgia - Tbilisi, Georgia

- Conducting intra and extra surveys and prepare statistical analysis (SPSS) and final report
- Organizing events and PR campaigns

PROJECT COORDINATOR | 09/2017 - 06/2018

TDI - Tbilisi, Georgia

- Conducting surveys in Mukhrani region and interview stakeholders and prepare statistical analysis (SPSS) and final report
- Coordinating the Capacity Building Project and Train project beneficiaries

PUBLIC RELATION OFFICER | 02/2017 - 01/2018

Ministry of Culture and Monument Protection - Tbilisi, Georgia

- Conducting intra and extra surveys, prepare statistical analysis (SPSS) and final report
 - Organizing events and PR campaigns
 - Adminstrating Official web page
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Projects

Managing and Coordinating the Following International Projects:

- Integration of Media Literacy in Schools - Communications Commission and UNICEF
- Disinformation as a Challenge: Developing Critical Thinking in Schools - Communications Commission and EU
- Hello Ruby - Communications Commission
- Fact or Fiction?! - Communications Commission
- Media Key - Communications Commission
- Happy Onlife - Communications Commission
- Developing Agritourism in Mukhrani Region - TDI and EBRD
- General Consumer Tracking Survey ("GCTS") - Kantar
- Product Knowledge Level - Kantar
- Knowledge and attitudes towards alcoholic beverage brands - Kantar
- Brand Pulse CAWI -Tracking - Kantar
- Study of Anti Doping Attitudes of Sportsmen Support Personnel - Wada
- Situation Analyses of Climate Change (CC) Knowledge among Children in Georgia - Save the Children International
- Tourism and project performance monitoring and evaluation activities in Kakheti - World Bank
- Programme for protected areas in the Caucasus-georgia - (KfW)

Skills

- Team leadership
- Project Management
- Even Planning
- Public Speaking
- Training
- Quality focused
- Calm under pressure
- Highly responsible and reliable
- Quick learner
- Marketing
- Multitasking
- Positive attitude

Education

Ivane Javakhishvili Tbilisi State University - Tbilisi | Doctor of Philosophy

Applied Social Psychology, 2024

Dissertation: Acculturation Strategies of Ethnic Minorities Living in Georgia

Ivane Javakhishvili Tbilisi State University - Tbilisi | Master of Science

Applied Social Psychology, 2017

Theses: Integration of Ethnic Minorities Studying on Program "1+4"

Ivane Javakhishvili Tbilisi State University - Tbilisi | Bachelor of Science

Psychology, 2015

Theses: Attitudes and Stereotypes towards Armenians and Italians

Languages

Georgian: First Language

English:  C1

Advanced

Russian:  C1

Advanced

Spanish:  B1

Intermediate

Programs

- SPSS
 - R
 - Stata
 - Microsoft Office
 - PhotoShop
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Trainings

- **2014** - Criminology - Association of Young Criminalists
 - **2017** - Management and policy planning - 3D Academy
 - **2017-2018** - National Security and Media Communication - Georgian Strategic Analysis Center
 - **2019** - Public speaking - 3D Academy
 - **2020** - Hybrid threats and misinformation - 3D Academy
 - **2022-2023** - Fostering Women Power in National Security - Georgian Strategic Analysis Center
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Training Delivery

- Media Economy
 - Media Literacy
 - Teaching Media Literacy
 - Spotting True and Fake Information
 - Cybersecurity for Youngsters
 - Media Stereotypes and Media Literacy
 - Using Non Traditional Resources (e.g. Movies) in Teaching
 - Academic Writing for Scientific Journals and Grants
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Publications

- Acculturation of Muslim Meskhetians - GESJ: Education Science and Psychology
- Acculturation Strategies of Armenians and Azerbaijanians Living in Georgia - GESJ: Education Science and Psychology
- Understanding Acculturation Factors to Ensure Well-being Among Ethnic Minorities in Georgia – Globalization and Business
- „The Importance of Religion for Ethnic Minorities and Connection with Acculturation“ - in Scientific Journal published as a result of a collaboration of the Moldova State University, Ivane Javakhishvili Tbilisi State University, and the Diplomatic Academy of Ukraine: „Eastern Europe Regional Studies“ (EERS) (ISSN: 2587-456X)
- Acculturation of Ethnic Minorities living in Georgia – InPact (2024)