

GAGA CHIKHLADZE



Contact me



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SKILLS

- Process management
- Initiate and introduce innovations, changes
- Teamwork and collegiality
- High work activity
- Conducting negotiations

EDUCATION

AKAKI TSERETELI STATE UNIVERSITY

BUSINESS ADMINISTRATION-MASTER, 2017
BUSINESS ADMINISTRATION-BACHELOR, 2013

WORK EXPERIENCE

Head of Marketing and Public Relations

UNIK - KUTAISI UNIVERSITY 2016 - PRESENT

- University image management;
- Brand development;
- Creation and development of digital channels;
- Planning and implementation of events.

Manager, PR Manager

CAFE "WHITE STONES" 2015 - 2016

- Rebranding;
- Service quality control and development;
- Develop a PR strategy;
- Social network management;
- Planning and implementation of events.

Project Author and Manager

Hackathon "ATSUHACK" | 2016

WWW.FACEBOOK.COM/ATSUHACK

- Project planning and budgeting;
- Finding sponsors and conducting negotiations;
- Monitoring the implementation of project phases;
- Submit a project implementation report.

Project Author and Manager

"FOREXMAN" | 2015

WWW.FACEBOOK.COM/FOREX.ATSU

- Project planning and budgeting;
- Finding sponsors and conducting negotiations;
- Monitoring the implementation of project phases;
- Submit a project report.

Computer SKILLS

- GOOGLE AD MANAGER
- GOOGLE ANALYTICS
- ADS FACEBOOK PIXEL
- FACEBOOK ADS
- MS OFFICE
- PHOTOSHOP
- ILUSTRATOR
- ADOBE PREMIERE
- ADOBE AFTER EFFECTS

FOREIGN LANGUAGES

- English
- Russian

Marketing Manager

ONIMA LTD | 2013-2014

- Rebranding;
- Develop a marketing strategy;
- Social network management;
- Planning and implementation of events.

UPGRADING SKILLS

Youtube Marketing

Udemy | 2020

- YouTube for business promotion
- YouTube to promote bloggers
- Promote your channel on YouTube
- Chips and strategy for creating a successful YouTube channel

How to Create, Develop and Promote a Website

Udemy | 2020

- Foundations of the World Wide Web;
- CMS Management;
- Content Creation and Management;
- Social networks;
- Web Analytics;

Decision-Making Models for Managers in Problem-Solving

Udemy | 2020

- Understand the importance of assuming leadership and decision-making roles as a manager;
- Understand the importance of adopting appropriate decision-making models for making decisions.

Successful Events: Event Planning, Marketing & Management

Udemy | 2019

- Event promotion
- Event planning
- Event management

The Complete Digital Marketing Course

Udemy | 2019

- Master Digital Marketing Strategy;
- Social Media Marketing;
- SEO;
- YouTube Marketing;
- Email Marketing;
- Facebook Marketing;
- Analytics.