

Kato Sharadzenidze

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Georgian Institute of Public Affairs

Multimedia Journalism and Media Management

September 2019 – Present

Caucasus University

Bachelor of Journalism and Mass Communication

September 2014 – July 2017

Experience & Responsibilities

IZIPIZI GEORGIA

Sales Executive

January 2019 – Present

Managing social media platforms, researching different retail points and communicating with vendors, making financial reports, planning future marketing activities in accordance with brand identity, creating offline marketing media.

Communal Hotel

Brand Manager

August 2018 – January 2019

Managing social media channels, making offline marketing media, communicating with different media outlets for increase the brand awareness, actively participating in the everyday managing processes.

Adjara Group Hospitality

Sales & Marketing Coordinator

March 2017 – June 2018

Assigning tasks to the S&M team members, cooperating with different publishing houses with the close coordination with a graphic designer. Meeting and hosting journalists from different countries, introducing them with the company and the country as a whole and creating a commercial content for the hospitality brand, providing them with the necessary written content for the articles.

TV Imedi

Journalist / Intern

March 2017 – June 2018

Accompanying journalists to various happenings and creating reportages as well as the written storylines. Helped to choose the most relevant and important topics that would be aired in the broadcasting company.

Caucasus University

Journalist

June 2016 – September 2016

Contributor and editor of the monthly magazine that covered important issues happening in Georgia at that time.