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EDUCATION

Master’s in Public Relations
Ilia State University, Business School
(2018-2020)
Thesis: Business Corporate
Responsibility in Times of Crisis

**Bachelor’s in Mass
Communication/ Journalism**
Georgian Technical University
(2003-2007)

COURSES

Content Marketing Strategy
(University of California,Davis -
Ongoing)

Media Literacy (University of
Pennsylvania, 2022)

Fundamentals of Digital Marketing
(Google Digital Garage, 2019)

PR/Event Management (GIPA, 2009)

KEY SKILLS

Strategic Communication & Media
Relations

Public Representation & Leadership

Critical Thinking & Problem Solving

Team Management & Collaboration

Content Creation & Storytelling

Event Management

AWARDS

2019 | **Winner of the media
competition** 'Journalists for CSR'

2018 | **The Best Radio Coverage**
Winner of the competition 'Journalists
for Corporate Social Responsibility'

COMPUTER PROGRAMS

Microsoft Office; Prezi; Canva;
Sound Forge; Cool Edit Pro;
Filmora; Ai

LANGUAGES

Georgian; English.

Nini Khugashvili

Communication Lead

Results-driven Public Relations professional with 15+ years of experience in media management and strategic communications, including five years in leadership roles. Skilled in delivering impactful campaigns and fostering public engagement.

WORK EXPERIENCE

The Center for Strategic Research and Development of Georgia (CSR DG)| Communications Manager of Social Entrepreneurship Programme
2022 – Present

- Implemented strategic communication plans aimed at maintaining and expanding the program’s visibility and impact.
- Developed and maintained a detailed communication calendar, ensuring alignment with key milestones and events.
- Managed the project communication team, including a Social Media Manager, Communications Assistant, and Senior Expert for B2B Relations, to ensure comprehensive and consistent strategic communications with key stakeholders.
- Served as the key contact person for the EU Delegation Communication Team Lead, facilitating smooth coordination and alignment on project-related communication efforts.

Impact Fund ACTIO - Strategic Communications Manager | 2023 – Present

- Directed the strategic communication planning and execution to highlight the fund’s impact-driven investment initiatives.
- Established partnerships with media and stakeholders to amplify project narratives and advocacy efforts.

Key Projects

B2B Fair of Social Enterprises (2023) - Led the public relations and media strategy for Georgia’s third B2B Fair dedicated to social enterprises; Coordinated the communication team to secure extensive media coverage and foster meaningful stakeholder engagement.

International Conference: Impact in the Neighborhood (2023)
Designed and implemented strategic communication plans for Georgia’s first international conference on impact-oriented investments; Oversaw the communication calendar and ensured consistent messaging across platforms, achieving high-profile event coverage.

Social Entrepreneurship Young Ambassadors program & Award ceremony The Best Young Ambassador of SE (2023-2024) - Led targeted communication, and produced multimedia content; Secured partnerships; Collaborated with the project team and Presidential Administration to organize an award ceremony at Orbeliani Palace, hosted by the President.

EU-Funded Project: Skill Building and Innovative Job Opportunities for Regional Development of Georgia (2022–2023) - Executed all communication activities, including campaign development, team coordination, and reporting to stakeholders. Significantly enhanced public awareness of project initiatives and outcomes through targeted strategies and team collaboration.

PREVIOUS EXPERIENCE

Media Holding Fortuna | Head of News (2020–2022)
Editor in Chief; Producer of business, social, and political programs

Volunteer.ge - Digital Platform | Expert; Copywriter (2022-Feb.2023)

Georgian Red Cross Society | Media Consultant; Copywriter 2020

Radio Imedi | Anchorwoman (2008-2020)

Peritus Group - Strategic Communications Agency | Freelance PR specialist (2014-2015)

Radio One - 106.4 FM | Head of News (2005-2008)

Radio Universe (103.9 FM) | News Anchor (2003-2004)