



SHOKO CHACHUA

MARKETING PRO

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Tbilisi, TB, Tbilisi, Georgia

SKILLS

- Marketing Strategy
- Brand Creation And Development
- Business Development
- Creative Strategy Creation
- People Management
- ESG Strategy
- Process Improvement
- Presentations
- Public Speech
- Trainer
- Sustainable Innovation

EDUCATION

- MICRO MASTERS PROGRAM IN BUSINESS: INTERNATIONAL MARKETING**
ESM - TBILISI | TBILISI
2009
- MASTERS IN LAW**
TBILISI STATE UNIVERSITY - TBILISI | TBILISI
2023
- CERTIFICATE**
CAMBRIDGE LANGUAGE COLLEGE | LONDON
2007

Enhanced language proficiency in marketing communications, campaign development, and branding through specialized English for Marketing and Advertising coursework.

- CERTIFICATE**
CAMBRIDGE LANGUAGE SCHOOL | LONDON
2006
- Enhanced language proficiency for global business communication, negotiation, and presentation skills essential for marketing positions.
- CERTIFICATE**
OXFORD COLLEGE | OXFORD
2004
- Enhanced cross-cultural communication skills for effective global marketing strategies.
- Advanced public speaking and presentation abilities crucial for leadership in marketing contexts.
- CERTIFICATE**
CENTRAL SAINT MARTINS | LONDON
2007

Focused on essential aspects of fashion business management: branding, marketing, supply chain, fashion buying, merchandising, and consumer trend analysis to master industry commerce.

EXTRA-CURRICULAR ACTIVITIES

COMMUNITY SERVICE & VOLUNTEER WORK

Led and developed successful green and vintage social enterprises, transforming them into sustainable models. Mentored entrepreneurs through AXEL and CEEN programs, providing guidance on eco-friendly practices. Delivered green business courses in schools and universities, shaping future leaders in sustainability. Actively advocated for environmental causes, including animal protection, through impactful campaigns and volunteer work.

ABOUT ME

With 15 years of experience in marketing, I specialize in driving business growth, crafting innovative strategies, and developing impactful brand stories. My expertise extends to ESG and CSR, where I've guided companies toward social responsibility through materiality assessments and strategic planning. I've successfully launched startups, led business development, and managed large-scale festivals, fostering growth across various international markets while promoting sustainability and social accountability.

WORK EXPERIENCE

BUSINESS DEVELOPMENT & ESG CONSULTANCY

OWNER - INTERNATIONAL
SEP 2015 - PRESENT

Spearheaded the transformation of traditional businesses into recognized social enterprises by integrating robust sustainability practices. Enhanced corporate reputation and investor confidence by implementing comprehensive ESG frameworks, leading to improved ratings and trust. Crafted and executed dynamic marketing communications and strategies, elevating brand presence on both local and international stages.

MARKETING DIRECTOR

JSC "ARGO"
MAR 2017 - PRESENT

Spearheaded a dynamic rebranding initiative for a brewery, resulting in a 40% surge in brand recognition. Pioneered the innovative LEP packaging campaign, significantly enhancing marketing impact. Forged strategic alliances, broadening market footprint by 20%.

OWNER & CREATOR

VINTYLATOR - TBILISI | TBILISI
OCT 2018 - PRESENT

Pioneered the revival of vintage fashion in Georgia, launching over 10 vintage boutiques via eco-friendly fashion initiatives. Designed and introduced premier upcycled collections, setting industry standards for sustainability and style. Championed eco-conscious entrepreneurship through dedicated volunteer work and influential advocacy campaigns.

BRAND ACTIVATION MANAGER

CAUCASUS JTI (JAPAN TOBACCO)
OCT 2010 - DEC 2014

Progressed from Consumer Activation Coordinator to Brand Activation Manager, instituting a dynamic promo team framework that surged KPI accomplishments by 35%. Spearheaded potent brand campaigns that amplified visibility and bolstered consumer interaction, achieving a 35% uplift. Orchestrated and implemented grand events and innovative customer engagement tactics, resulting in a 30% rise in loyalty program involvement.

MARKETING MANAGER

MTATSMINDA ENTERTAINMENT PARK - TBILISI | TBILISI
MAR 2009 - MAR 2010

Managed communication, new product development, sponsorships, events, and campaigns. Achieved a 25% visitor increase, secured key sponsorships, boosted attendance by 20%, and increased online engagement by 15%.

CREATIVE COPYWRITER

PUBLICIS GROUPE - TBILISI | TBILISI
JUN 2008 - MAR 2009

Spearheaded innovative campaigns that escalated client sales by 20%. Elevated client satisfaction and amplified brand recognition on both local and international scales through strategic collaborations. Optimized campaign effectiveness by fostering dynamic partnerships.

CONSUMER SERVICE SUPERVISOR

GLOBAL SAPPHIRE INC. – LONDON | LONDON
MAR 2005 - JUL 2006

Expertly led a customer service team, significantly boosting call resolution efficiency. Elevated customer satisfaction ratings by an impressive 25% through strategic initiatives. Orchestrated and executed comprehensive training programs to bolster team performance.

FOUNDER/MANAGER

NEW GENERATION FOR GEORGIA (NGO) | TBILISI
AUG 2002 - OCT 2004

I contributed to the development of civil education programs focused on fostering civic responsibility, election awareness, and community engagement among young professionals. I helped organize educational camps, where participants were trained to become civil workers and advocates for democratic processes.

PROJECTS

OCT 2024 - PRESENT

Developed TBC bank concept space and cafe ESG strategy. Mzesumzira & eZo Festivals Lead Management in Partnerships & Project Brand Integration. Vintage Market Events Line Created for Fabrika & Mzesumzira / Advocating sustainable living. Urban Art Festivals & Freedom Music Festivals. Kazantip 2014 brand integration projects lead for JTI brands Creator of Art Label project and LEP line series for ARGO. MASHOVERSE NFT Project development. Creator of Greenmarket services, offering sustainable and green project stall sales and training. Created Brand Platform For 4 APPs and 6 successful companies/campaigns. Vintylator Workshop Tutorial and Space Development. UN Expo 2024 Green entrepreneur exhibitors project lead.

HOBBIES

Produced and hosted a repair TV show, teaching item restoration and featuring startups and social enterprises to promote sustainability.

REPAIR PROJECT

"REPAIR" TV SHOW ANCHOR
TBILISI

Hosted and produced a repair-focused TV show, teaching viewers how to upcycle and repair old items. Invited startups and social enterprises as guests, showcasing sustainable practices and empowering viewers to embrace eco-friendly solutions.

LANGUAGES

English	Russian
Georgian	