



SOSO (JOSEPH) JANIASHVILI

Digital Marketing Expert

CAREER GOALS

To be an innovator in digital media and responsible social media management, and to use online platforms to organize cause-oriented communities

Highly qualified Digital Marketing Manager with 19 years experience in the Business, Transport, Fintech, Insurance, Healthcare, Entertainment, E-commerce, Media and Marketing agency industry. Soso knows how to cross the aisles and get things done. He consistently produces outstanding results by inspiring his team to passion, dedication and excellence.

CORE STRENGTHS

- Content Creation
- Social Networking
- Public Relations
- Website Development & Management
- Digital Analytic Tools
- Graphic Design
- Strong Communication Skills
- Ads campaigns on the internet

CONTACT DETAILS:

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Location: Kyiv, Ukraine

EMPLOYMENT HISTORY

SJM BUSINESS GROUP

DIGITAL MARKETING EXPERT/MANAGER, 2018 - PRESENT

Grew the Beatboxx community by engaging users through social media channels. Improved the structure of the community program for the Eastern Region. Influencer Marketing and Partnership Management. Social Media Marketing and Content Creation.

What is a my expertise on Marketing, Ads, Web development? Digital Marketing Strategy, Website Development, Create Content Plan & Strategy, Google Ads, Youtube Ads, Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads, E-Mail Marketing (Sendpulse, Unisender, Mailchimp), Push Notifications, Popunder, Native Ads. Conducted Website Design and Optimization audit for SEO success (Google Analytics).

Consulting over 30+ companies U.S., Canada and United Kingdom.

Project List:

TRADER U.S. (FINTECH) - Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads, Push, Popunder, Native Ads)

TEDI.GE (SECURITY) - Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads)

BUONO BUONO (E-COMMERCE) - Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads, Push, Popunder, Native Ads)

Feature Film Los Angeles USA (MOVIE) - Producer, Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads, Push, Popunder, Native Ads)

ASKA-LIFE (INSURANCE COMPANY) - Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads)

MK CONSULTING (FINTECH) - Digital Marketing Manager (Website, SEO, Email Marketing, Social Media, Paid ads)

AENOACNE>COM (E-COMMERCE) - Digital Marketing Manager (Website, Google Ads, Google Analytics)

Formation of a general marketing policy and development strategy of the company. Development of marketing strategies. Sales funnel development. Development and control of the launch of new products from "0". Monitoring and analysis of the World market: competitors, suppliers, consumer demand, assortment, price. Setting up and displaying ads on Facebook and Google Ads. Analysis and monitoring of advertising campaigns. Annual planning and budgeting of the company's marketing. Statistics, analysis and preparation of reports.

UTMART (E-COMMERCE)

HEAD OF MARKETING 2019-2020

Growth of marketplace indicators over the past year (traffic by 372%, sales by 195%). Developed an effective program of interaction between departments. Team building (7 people)

Digital Marketing Area (Website, SEO, Email Marketing, Social Media, Paid ads, Push, Popunder, Native Ads)

5PL TRANSPORT/LOGISTIC COMPANY

HEAD OF MARKETING 2017-2018

Brand awareness has increased 3 times. The "Ukrzaliznytsa"(railway) company became a strategic partner. Site traffic increase by 579%. Team building (4 people).

Digital Marketing Area (Website, SEO, Email Marketing, Social Media, Paid ads)

ACHIEVEMENTS

Internet marketing coach at the "Cursor" training center.

He wrote the e-book "Brain Maze". In this book, I have combined business, psychology, and personal growth.

Published 3 magazines (Topic - Auto, Business, Sports and Medicine) and 2 books was a co-author and editor.

Wrote the script of the Feature Film "Nine Servants of Devil" (Thriller).

In 2005, my friend and I developed and implemented a unique distribution system for the purchase of household appliances.

In 2003, he became the first Georgian blogger to write about the IT sphere.

ACADEMIC HISTORY

Georgian Technical University / 1997-2001

BACHELOR, "ENGINEER - SYSTEMS TECHNICIAN"

- Faculty of Informatics and Control Systems
- Specialty, ACS

Make Now School / 2016

CERTIFICATION COURSE IN FRONTEND DEVELOPER

- HTML, CSS, SCSS, HTML5 API) Adobe Photoshop, Basic Javascript (jQuery), Bootstrap 3 robot.

Training center "Cursor" / 2018

CERTIFICATION COURSE IN MARKETING & PR & ADS

- What Does Marketing Do? Marketing mix, 4P concept. Marketing environment. PEST analysis. SWOT business analysis. B2C and B2B consumers. Product. Product price positioning. Advertising. Promotion channels. Marketing strategy development

Institute of EPSU Pesotsky / 2018

CERTIFICATION COURSE IN FRONTEND DEVELOPER

- Special course in internet marketing. Effective online advertising management. SMM Marketing, SEO, PPC, Email Marketing and Youtube Promotion.

MAXI MARKETING (FINTECH)

HEAD OF MARKETING 2016-2017

Formation of a brand promotion strategy for a year. Brand reputation management on the Internet. Launching and maintaining contextual advertising campaigns Launching promotion in Social networks from scratch. Formation of a budget for Internet promotion for a year. Team building (15 people).

PROZORO (INTERNET MEDIA)

REPORTER 2014-2015

Writing articles on the topic Society, Economy, Social problems and Political life of the city. In addition, the local amateur team of FC "Flamingo" participated in regional competitions, I was the press correspondent of the team.

WORK EXPERIENCE - GEORGIA / TBILISI

REPORTER / DIGITAL MARKETER / PRODUCER 2003-2012

My career began in "New Version" media holding. I worked in newspapers and magazines as a journalist and blogger: the weekly newspaper New Version, the newspaper Tomorrow, the weekly magazine Maxi and Ultra. I wrote articles, news, conducted interviews and launched a blog (about computer technology), about politics, economics, society, sports and culture.

Then I worked State Department of Informatization of Georgia - 2004 - Tbilisi to Ch. specialist. areas of design and technical tasks Participation in the project under the auspices of Microsoft. We have developed an algorithm for the work of the first English Georgian translator.

HOBBIES & INTERESTS

- Playing Football and Basketball
- Writing Business and Fiction
- Like to traveling
- Learn International Languages