

Tornike Zazashvili

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EXPERIENCE

McCann Erickson, Tbilisi — Senior Copywriter

May 2019 - PRESENT

McCann is a global advertising agency network. At McCann Tbilisi, I've worked with both global and local brands, including Coca-Cola and Mastercard. A key project was Coca-Cola's Georgian-produced "MTIS" water brand, where I helped build the brand identity from scratch alongside my team.

Blikvanger, Tbilisi — Marketing Manager

January 2020 - PRESENT

Blikvanger a woman-owned sustainable Georgian fashion brand. I manage marketing for the company, but I also volunteer my skills in styling and art direction for photoshoots and runway shows.

Since joining, I've expanded Blikvanger's reach beyond local sales channels; we now have a substantial online presence and are represented on multiple major retail platforms, with a growing number of international sales.

EDUCATION

Ilia State University, Public Relations — Master's Degree

September 2018 - July 2020

My Master's coursework in Copywriting and Advertising Communications sparked my interest in agency work, leading to my career in copywriting.

The University of Georgia, Business Administration — Bachelor's Degree

September 2014 - July 2018

PROJECTS

USAID and PH international project "Civic Education and Teacher Training Program"

Participant (2010-2014)

As president of my school's Civic Club, I gained experience in leadership, project management, public speaking, fundraising, and community engagement—skills that have shaped my career and personal growth

CORE SKILLS

Copywriting, Art Direction,
Teamwork, Multitasking,
Leadership, Project Planning,
Project Management, Public
Speaking, Fundraising,
Community Engagement

TECHNICAL SKILLS

Proficient in Microsoft Office and
Adobe Photoshop; foundational
knowledge of project management
tools and digital marketing
platforms.

LANGUAGES

Georgian - Native

English - C1 equivalent;
(IELTS certified, strong proficiency in
speaking and reading)

Russian - B1