2026

Marketing

MARKETING, BRANDING, SOCIAL MEDIA, CONTENT, MARKETING STRATEGY



KETI JAPARIDZE – MARKETING MANAGER

CREATIVE / MARKETING / THINKING

PORTFOLIO

2026

ABOUT *keti j.*

ABOUT ME

I’m Keti, a marketing manager and social media & campaign marketing specialist with hands-on experience in content creation and performance marketing. I’ve led multi-market campaigns, managed budgets up to $700,000. I work across Meta, Google, Youtube, and LinkedIn, support email marketing (Mailchimp), handle analytics and reporting, and produce content using Canva and CapCut. I also coordinate influencers and partners across different markets. I also create AI-powered photo and video content to scale creative production efficiently.



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EDUCATION

cool

- **MASTER** OF BUSINESS ADMINISTRATION AND MARKETING
  GEORGIAN-AMERICAN UNIVERSITY (2023 - 2025) | **GPA: 3.95**

- **BACHELOR** OF SOCIAL SCIENCE AND JOURNALISM
  UNIVERSITY OF GEORGIA (2018 - 2022) | **GPA: 3.75**



2026

Mira Development
Jun 2026 - PRESENT

SM & CONTNET MANAGER

Next Property
SEP 2025 - APR 2026

MARKETING MANAGER

BLOX DEVELOPMENT
FEB 2024 - SEP 2025

MARKETING SPECIALIST

PR REGISTER JUN
2024 - NOV 2025

DIGITAL MARKETER

ZUGDIDI MALL
FEB 2024 - SEP 2025

SMM SPECIALIST

LAST EXPERIENCE

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Marketing strategies



01
Strategy Planning

TURNING IDEAS INTO A CLEAR ACTION PLAN

I develop tailored marketing strategies based on brand goals, market opportunities and data-driven insights. Every campaign starts with a clear plan, defined KPIs and a content roadmap designed for real results.

- Brand Positioning
- Campaign Planning
- Content Pillars
- Channel Strategy
- KPI Setting

02
Audience & Market Research

UNDERSTANDING PEOPLE. FINDING OPPORTUNITIES.

I analyze target audiences, market trends and competitor landscapes to uncover insights that shape effective marketing strategies. This ensures the right message reaches the right people, on the right platforms.

- Audience Insights
- Competitor Analysis
- Market Trends
- Customer Personas
- Opportunity Mapping

03
Content Strategy

CREATIVE CONTENT WITH A PURPOSE

I create strategic content plans that align with brand goals, audience interests and platform trends. From concept to execution, every piece of content is designed to educate, inspire and drive engagement.

- Content Themes
- Visual Direction
- Platform Optimization
- Storytelling
- Campaign Execution

04
Performance & Optimization

MEASURING TODAY. GROWING TOMORROW.

I track, analyze and optimize campaign performance to ensure continuous growth. By using data-driven insights, I refine strategies, improve results and turn engagement into measurable business outcomes.

- Performance Tracking
- Data Analysis
- A/B Testing
- Campaign Optimization
- ROI Growth

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Branding

Merchandise

I help businesses create and strengthen their brand identities by developing a clear vision, unique personality, and strong market presence. From visual identity and storytelling to tone of voice and communication strategy, I focus on building brands that connect with their audience, stand out, and leave a lasting impression.











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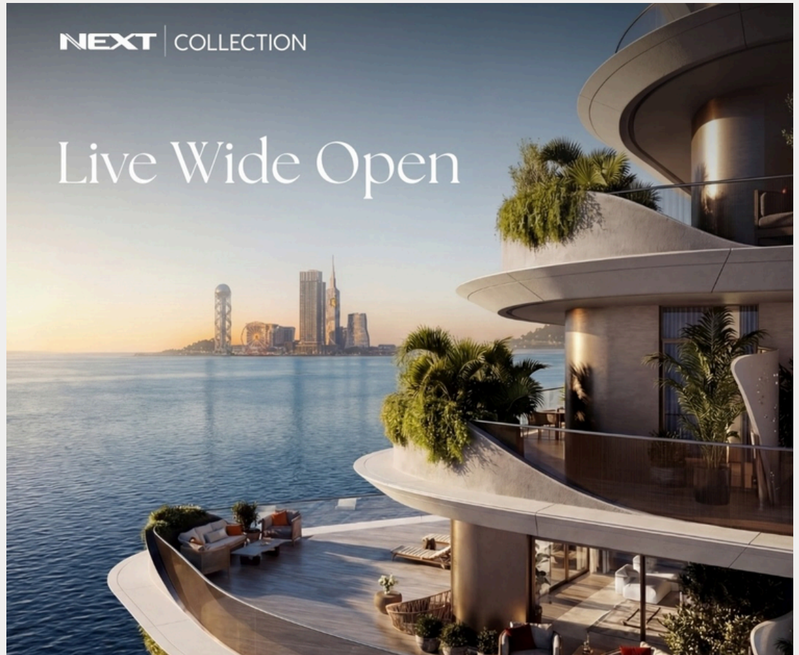
Content Creation

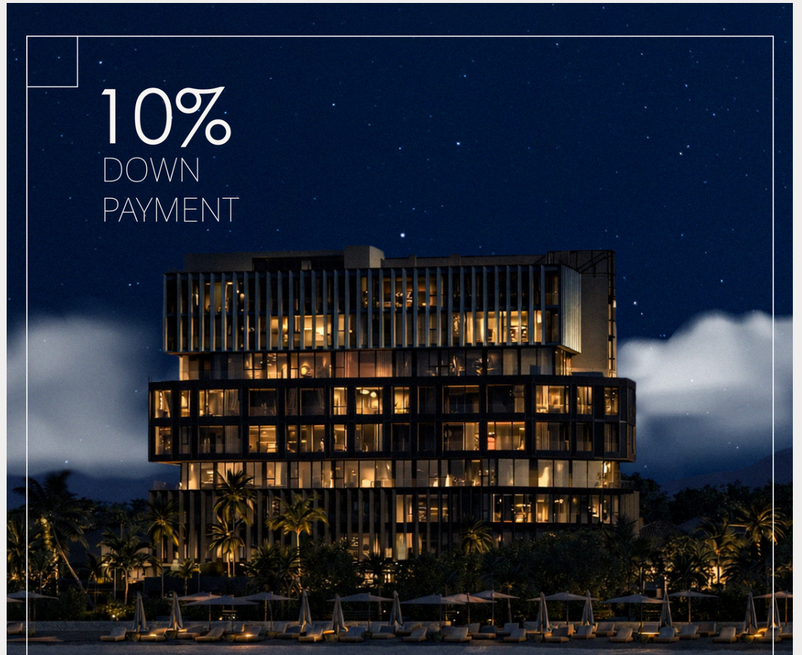
4 countries

Marketing & Content Manager with hands-on experience across full-funnel marketing - from strategy, content, and creative production to paid ads, lead generation, analytics, and influencer collaborations, outdoor campagne.

Delivered multi-market campaigns across Georgia, UAE (Dubai), Kenya, Spain, and Poland.

I was also creating and managing content using AI tools (video/photo/copy) to produce faster and better creatives, while tracking KPIs and optimizing results based on performance.







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Event

Project launch



Managed events end-to-end: developed concepts, created guest/vendor lists, defined décor and styling direction, coordinated teams and suppliers, managed run-of-show and on-site execution, tracked KPIs, and owned budgets (forecasting, approvals, and cost control) to deliver premium, on-brand experiences.









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Social Media *management*

Managed social media end-to-end across platforms: built content strategy and monthly calendars, wrote scripts/copy, and produced photo/video creatives (including AI-assisted content).

Coordinated design and editing workflows, scheduled publishing, and handled community management. Tracked performance (reach, engagement, leads) and optimized content based on insights and reporting.

Company	Campaign / Focus	Reach	Video Views	Impressions	Engagements	Engagement Rate	Website Visits	Leads	Growth
Mira Verde	Luxury Real Estate Launch	640K	1.1M	2.4M	48K	7.50%	9.4K	520	+184% Organic Reach
NEXT	Digital Awareness Campaign	1.3M	2.1M	4.8M	92K	7.10%	18K	1,050	+43% Audience Growth
BLOX Development	Lead Generation Campaign	1.6M	3.2M	5.1M	74K	4.60%	12K	840	-28% Cost Per Lead

Campagne content

I was creating campaigns end-to-end: starting from the goal (sales/leads/brand), defining the target audience and key message, building the offer and CTA, then producing the full creative package (banners, videos, copy) and choosing the right channels (Meta, Google, outdoor, partnerships, events).

After launch, I was monitoring results daily (leads, CPL, CTR, conversion), testing new creatives and audiences, reallocating budget to what performs best, and reporting outcomes to align marketing with sales.

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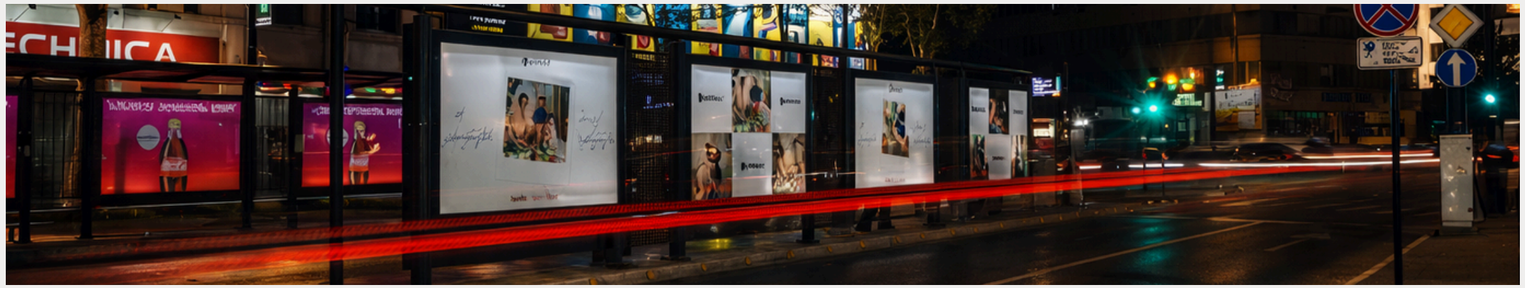


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Outdoor Marketing *content*



Planned and executed outdoor banner campaigns across Georgia, Poland, and Kenya. Managed location selection and placements, coordinated production and print specs with suppliers, and ensured brand consistency across all visuals. Oversaw budgets, timelines, and approvals end-to-end, and tracked performance through lead/traffic indicators where available.



colaboration

Influencers

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POLISH YOUTUBERS
GEORGIAN ATHLETES

SMM FOR ZUGDIDI MALL: CREATED ENGAGING CONTENT AND STRATEGIC CAMPAIGNS. DEVELOPED VISUAL BRIEFS TO ALIGN WITH BRAND IDENTITY. BOOSTED ONLINE PRESENCE, SUPPORTED EVENT PROMOTIONS, AND COORDINATED COLLABORATIONS WITH BANKS AND PARTNER BRANDS INSIDE THE MALL.

CORE SKILLS

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MY SKILLS

Marketing Strategy & Planning: go-to-market, positioning, messaging, campaign strategy
Campaign Creation & Execution: concept - creative brief - launch - optimization - reporting
Performance Marketing: Meta/Google/LinkedIn ads, lead generation, retargeting, funnel optimization
Media & Budget Management: media planning, budget allocation, ROI/CPA/CPL control
Content & Creative Direction: copywriting, scripts/hooks, visual briefs, brand-consistent creatives
SMM & Community Growth: content calendars, engagement strategy, event promotion, partnerships
Partnerships & Collaborations: banks, mall partner brands, influencers/UGC coordination
Analytics & Reporting: KPI tracking, insights, A/B testing, weekly/monthly performance reports
Team & Vendor Management: coordinating designers, creators, agencies, and internal team
AI-Powered Content Production: faster ideation + creation using AI tools for photo/video/copy

TOOLS PROFICIENCY

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MARKETING TOOLS

Paid Ads: **Meta Ads, Google Ads, LinkedIn Ads**
Analytics & SEO: **Facebook/YouTube performance analytics, SEMrush**
Email Marketing: **Mailchimp**

Project & Workflow: **Trello, Asana**
Design & Creative: **Canva, Figma**
Video Editing: **CapCut, higgsfieldAI**
AI Creation: **ChatGPT, DALL·E, Runway, Higgsfield**



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Countries *Everywhere*

I have collaborated with international teams, clients, creators, and brands across Georgia, the UAE, the United States, Spain, the United Kingdom, Poland, and Turkey, gaining experience across diverse markets, audiences, and communication styles.



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LET'S WORK *together*

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