

Kakha Magradze

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Experience

SENIOR CONSULTANT/PARTNER, GEPRA - CONSULTING COMPANY

SEP 2014 – CURRENT

Participation in strategic Management; Negotiations with potential and existing clients; Coordination and supervision of projects' implementation; Representation in local and international events/forums

TV PRESENTER OF BUSINESS PROGRAM, BROADCASTING COMPANY RUSTAVI 2

SEP 2022 – CURRENT

Preparation texts and questions for interviews; Negotiation with guest speakers

ASSOCIATE PROFESSOR, ILIA STATE UNIVERSITY

MAY 2018 – CURRENT

Conducting lectures on the basics of PR; Bachelor's Program Coordination; Management of syllabus and study materials; Coordinating masters' papers

PR LECTURER, GAU-TBILISI PR SCHOOL

APR 2007 – CURRENT

Conducting Public Relations lectures; Conducting campaign management lectures; Assess student achievement and readiness

CONSULTANT, GEPRA - PR & MARKETING COMMUNICATIONS COMPANY

NOV 2006 – AUG 2014

Manage key customer accounts; Coordinating the activities of project teams; Reporting to clients and management; Development of new products and services

PROJECT MANAGER, GEPRA - CONSULTING GROUP

JUN 2004-OCT 2006

Project Management and reporting; Preparation of project proposals and reports; Supervise the activities of third parties

TRAINING OFFICER/ FIELD DIRECTOR, CSO FAIR ELECTIONS

NOV 2003 – MAY 2004

Planning/ conducting trainings of election observers; Supervision of the observers' network

SCREEN WRITER, BROADCASTING COMPANY RUSTAVI 2

FEB 2002 – NOV 2003

Preparing scripts for animated series

DEBATE COACH & STREET LAW TEACHER, SCHOOL OF TOMORROW

MAR 2000 – MAY 2004

Leading the Karl Popper Debate Club; Conducting Street Law lessons

Clients/Projects

2023, NOV-CURRENT

IMPLEMENTING MARKETING COMMUNICATION CAMPAIGN OF CO-FINANCING PROJECT OF ENERGY EFFECTIVE STOVES OF RURAL DEVELOPMENT AGENCY OF GEORGIA (GIZ FUNDED PROJECT)

2023, AUG-CURRENT

SUPPORTING DADIANI PALACE HISTORICAL ARCHITECTURAL MUSEUM IN DEVELOPMENT OF MARKETING COMMUNICATION AND TOURISM SERVICES (USAID HICD FUNDED PROJECT)

2023, JUL-CURRENT

ENHANCING GEORGIAN WINE ASSOCIATION'S COMMUNICATION WITH THE PUBLIC AND STAKEHOLDERS (USAID HICD FUNDED PROJECT)

2023, AUG-CURRENT

DEVELOPMENT OF MEDIA AND MARKETING COMMUNICATIONS OF THE CULTURAL HERITAGE PROTECTION AGENCY OF AJARA A/R (USAID HICD FUNDED PROJECT)

2023, JUN-CURRENT

DEVELOPMENT OF STRATEGIC COMMUNICATIONS AND INVESTOR RELATIONS OF GEORGIAN RESORTS DEVELOPMENT AGENCY (USAID HICD FUNDED PROJECT)

2010, FEB-CURRENT

EFES GEORGIA – STRATEGIC CONSULTING IN PUBLIC RELATIONS AND CSR

2022, MAY-CURRENT

HERBALIFE NUTRITION GEORGIA - MANAGING BRAND PR AND MEDIA RELATIONS

2023, FEB-NOV

CENTRAL ELECTION COMMISSION OF GEORGIA - CONSULTING IN STRATEGIC COMMUNICATION AND STAKEHOLDER ENGAGEMENT

2023, FEB-NOV

SOS CHILDREN'S VILLAGE ADVOCACY CAMPAIGN FOR THE NEEDS OF SOCIALLY VULNERABLE CHILDREN AND THEIR FAMILIES IN THE REGIONS OF GURIA AND KAKHETI (EU FUNDED PROJECT)

2023, FEB-APR

WALT GEORGIA - RISK COMMUNICATION MANAGEMENT AND MEDIA PUBLICITY

2023, AUG-NOV

BRANDING AND PREPARATION OF COMMUNICATION PLAN OF KUTAISI SMART CITY PROJECT (UNDP FUNDED PROJECT)

2018, MAY-2023, DEC

SOCAR ENERGY GEORGIA – STRATEGIC CONSULTING IN PUBLIC RELATIONS AND CSR

2015, JUN-2023, JUN

IDS BORJOMI GEORGIA – STRATEGIC CONSULTING IN PUBLIC RELATIONS AND CSR

2021, MAR-2023, MAY

KAZAKH-GEORGIAN ECONOMIC UNION - CONSULTING IN STRATEGIC COMMUNICATIONS; PR AND MEDIA SUPPORT

2022, MAY-2023, JUL

**ENHANCING ASSOCIATION BIOSUBTROPIC’S COMMUNICATION WITH THE PUBLIC.
(USAID HICD FUNDED PROJECT)**

2022, SEP-2023, OCT

DEVELOPING A LONG-TERM COMMUNICATION / MARKETING STRATEGY FOR THE AKHALTSIKHE (RABAT) CASTLE ADMINISTRATION (USAID HICD FUNDED PROJECT)

2022, APR-2023, JUL

DEVELOPMENT OF STRATEGIC BRANDING AND SUPPORTING PUBLIC COMMUNICATION OF FARMERS' COUNCIL OF GEORGIAN FARMERS ASSOCIATION

2022, OCT-2023, OCT

DEVELOPING A PUBLIC RELATIONS STRATEGY AND A COMMUNICATIONS ACTION PLAN TO SUPPORT THE PENSION AGENCY (USAID HICD FUNDED PROJECT)

2022, SEP-DEC

SUPPORTING A RAPPORTEUR OF THE PARLIAMENT OF GEORGIA IN ELABORATION OF THE COMMUNICATION ACTION PLAN (UNDP FUNDED PROJECT)

2022, OCT-2023, JUL

B2B COMMUNICATION AND MARKETING PROMOTION OF BAZALETI CIDER CLUB

2022, JAN-NOV

DEVELOPMENT OF COMMUNICATION STRATEGY AND SUPPORT IN PUBLIC PARTICIPATION FOR KOTE AFKHAZI STREET REDESIGN PROJECT IN TBILISI (GIZ FUNDED PROJECT)

2022, APR; 2023, MAR

IBERIA REFRESHMENTS (PEPSI BOTTLER IN GEORGIA) - CONDUCTING ANNUAL MANAGEMENT STRATEGIC PLANNING WORKSHOP

2022, JUN-SEP

DEVELOPING THE LEGISLATION COMMUNICATION PAPER ON PUBLIC PROCUREMENT REFORM IN GEORGIA (FUNDED BY USAID ECONOMIC GOVERNANCE PROGRAM)

2022, JAN-DEC

STRATEGIC COMMUNICATION DEVELOPMENT TO PROMOTE RENEWABLE ENERGY RESOURCES, COMPETITIVE POWER MARKET LAUNCH AND COMBAT DISINFORMATION (SUPPORTED BY USAID SECURING GEORGIA'S ENERGY FUTURE PROGRAM)

2021, FEB-2022, NOV

DEVELOPMENT BRAND COMMUNICATION STRATEGY AND IMPLEMENTATION OF MARKETING COMMUNICATION PLAN OF CORPORATE FOOD COMPANY DELFOOD

2021, JUN-DEC

SHOVI RESORT DEVELOPMENT PROJECT - STAKEHOLDER COMMUNICATION AND MEDIA PUBLICITY

2020, SEP-DEC

COMMUNICATION AUDIT OF THE NATIONAL INTELLECTUAL PROPERTY CENTER OF GEORGIA 'SAKPATENTI'

2020, JUN-DEC

DEVELOPMENT OF COMMUNICATION STRATEGY AND CRISIS COMMUNICATION PLAN OF AGENCY OF NUCLEAR AND RADIATION SAFETY (SIDA FUNDED PROJECT)

2020, APR-DEC

STRATEGIC PLANNING OF COMMUNICATION OF ELECTRONIC BUDGET TRANSPARENCY AND PARTICIPATION SYSTEM (E-BTPS) (USAID/GGI FUNDED PROJECT)

2020, APR-OCT

STRATEGIC PLANNING OF COMMUNICATION AND BRANDING OF OGP GEORGIA (USAID/GGI FUNDED PROJECT)

2020, APR-SEP

STRATEGIC PLANNING OF COMMUNICATION OF NATO PROFESSIONAL DEVELOPMENT PROGRAMME (PDP) IN GEORGIA

2020, JAN-APR

DEVELOPMENT OF COMMUNICATION STRATEGY FRAMEWORK AND REBRANDING OF CSO 'ARTICLE 42' (USAID/HICD FUNDED PROJECT)

2019, SEP-2020, FEB

QUALITATIVE AND QUANTITATIVE RESEARCH ON ATTITUDES OF THE PUBLIC AND KEY STAKEHOLDERS TOWARD NEW ENERGY REFORM AND DEVELOPMENT OF THE THREE-YEAR COMMUNICATION STRATEGY AND ONE-YEAR ACTION PLAN (USAID ENERGY PROGRAM FUNDED PROJECT)

2019, JAN-SEP

ZAZA PACHULIA BASKETBALL ACADEMY - PR SUPPORT AND FUNDRAISING

2019, AUG-NOV

JSC GEORGIAN RAILWAY - COMMUNICATION AUDIT

2019, OCT-DEC

MANAGING GEORGIAN LABOR CODE REFORM COMMUNICATION CAMPAIGN OF PARLIAMENT OF GEORGIA (UNDP FUNDED PROJECT)

2019, JAN-AUG

DEVELOPMENT OF COMMUNICATION STRATEGY AND BRANDING PF INNOVATIONS AND REFORMS CENTER (IRC)

2019, JUN-NOV

PARTICIPATORY BUDGETING PROMOTIONAL CAMPAIGN IN KUTAISI (USAID/GGI FUNDED PROJECT)

2019, JAN-NOV

STRATEGIC PLANNING AND DEVELOPMENT OF HR STRATEGY OF CSO 'ARTICLE 42' (USAID/HICD FUNDED PROJECT)

2018, OCT-2019, APR

DEVELOPMENT OF NATIONWIDE RURAL DEVELOPMENT COMMUNICATION STRATEGY (EU FUNDED UNDP PROJECT)

2018, OCT-2019, APR

DEVELOPMENT OF RURAL DEVELOPMENT COMMUNICATION STRATEGY FOR AJARA A/R (EU FUNDED UNDP PROJECT)

2018, FEB-MAY

COALITION FOR NATO AND EU – PLANNING AND IMPLEMENTATION OF CAMPAIGN 'GENTER'

2018, FEB-MAY

COALITION FOR INDEPENDENT AND TRANSPARENT JUDICIARY – PLANNING AND IMPLEMENTATION OF CAMPAIGN 'MAKE COURTS TRUSTWORTHY'

2018, AUG-DEC

DEVELOPMENT OF PENSION REFORM COMMUNICATION PLAN AND CONSULTING PENSION AGENCY (USAID/G4G FUNDED PROJECT)

2017, OCT-2018, DEC

PARLIAMENT OF GEORGIA - DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN OF DIFFERENT COMMITTEES AND BUDGET OFFICE (USAID/GGI FUNDED PROJECT)

2017, JUN-OCT

FACILITATION OF ANNUAL PARTNERSHIP RETREAT (APR) OF PARTNERSHIP ON TRANSPARENCY IN THE PARIS AGREEMENT (GIZ FUNDED PROJECT)

2017, APR-2019, FEB

COMPANY M2 REAL ESTATE – STRATEGIC CONSULTING IN PUBLIC RELATIONS

2017, MAY-SEP

PARLIAMENT OF GEORGIA – DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN IN RESPECT OF EUROPEAN INTEGRATION (EU FUNDED UNDP PROJECT)

2016, APR-2017, DEC

GEORGIAN WATER AND POWER COMPANY – CONSULTING IN PR

2016, JAN-2017, DEC

STATE CENTER OF FOLKLORE – STRATEGIC CONSULTING IN PUBLIC RELATIONS

2017, MAY-SEP

GEORGIAN ASSOCIATION OF SOCIAL WORKERS - DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN (USAID FUNDED PROJECT)

2015, NOV-2016, MAR

MINISTRY OF EDUCATION, CULTURE AND SPORT OF AUTONOMOUS REPUBLIC OF AJARA – DEVELOPMENT OF OVERALL STRATEGY

2016, JUN-2017, FEB

PUBLIC DEFENDER'S (OMBUDSMAN) OFFICE OF GEORGIA – DEVELOPMENT OF COMMUNICATION STRATEGY AND ON-GOING CONSULTING IN PR

2016, APR-DEC

COALITION FOR CHILDREN AND YOUTH (CCY) – CONSULTING IN CELEBRITY AND BUSINESS PARTNERSHIP ACTIVITIES

2016, OCT-DEC

STATE PROCUREMENT SERVICE – DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN (USAID/G4G FUNDED PROJECT)

2014-2015-2016-2017-2018, FEB-MAY

WINGS FOR LIFE – FUNDRAISING AND CORPORATE COMMUNICATION

2016, AUG-2017, DEC

GLCC – DEVELOPMENT OF COMMUNICATION STRATEGY, STRATEGIC CONSULTING IN PUBLIC RELATIONS

2016, NOV-DEC

WWF – MANAGEMENT OF FORREST WEEK CAMPAIGN

2016, SEP-DEC

UNICEF GEORGIA – DEVELOPMENT OF COMMUNICATION FOR SOCIAL CHANGE STRATEGY TO INFLUENCE NEGATIVE SOCIAL NORMS AND TO PROMOTE BETTER PARENTING

2012, FEB-2018, DEC

HUAWEI GEORGIA – STRATEGIC CONSULTING IN CORPORATE PR

2015, AUG-DEC

SDB TBILISI – MANAGEMENT OF ADVOCACY AND MEDIA CAMPAIGN

2015, OCT-2016, JAN

NATIONAL SPATIAL DATA INFRASTRUCTURE (NSDI) GEORGIA - DEVELOPMENT OF COMMUNICATION STRATEGY AND ONGOING CONSULTATION IN PR

2015, NOV-2016, FEB

MOUNTAIN RESORTS MANAGEMENT COMPANY – BRANDING OF GODERDZI RESORT

2015, JAN-APR

NATIONAL AGENCY OF PUBLIC REGISTRY - DEVELOPMENT OF A COMMUNICATION STRATEGY FOR LAND REGISTRATION REFORM (USAID/G4G FUNDED PROJECT)

2015, JAN-MAY

NATIONAL FOOD AGENCY – DEVELOPMENT OF COMMUNICATION STRATEGY AND ONGOING CONSULTATION IN PR (EU FUNDED PROJECT)

2015, NOV-DEC

CSO UNISON IN KYRGYZSTAN – DEVELOPMENT OF COMMUNICATION STRATEGY AND SPECIFIC OUTREACH CAMPAIGNS IN THE ENVIRONMENTAL FIELD (USAID/GGPAS FUNDED PROJECT)

2014, AUG

STATE PERSONNEL SERVICE OF KYRGYZSTAN – DEVELOPMENT OF COMMUNICATION STRATEGY (USAID/GGPAS FUNDED PROJECT)

2013, FEB-2014, DEC

JCS HEALTHY WATER – STRATEGIC CONSULTING IN PUBLIC RELATIONS

2013, FEB-2014, DEC

MARNEULI FOOD FACTORY – STRATEGIC CONSULTING IN PUBLIC RELATIONS

2013, NOV-DEC

REGIONAL INFORMATION-CONSULTATION CENTERS OF MINISTRY OF AGRICULTURE – STRATEGIC PLANNING (CARE FUNDED PROJECT)

2013, MAY-JUL

**MINISTRY OF JUSTICE OF GEORGIA – DEVELOPMENT OF COMMUNICATION STRATEGY
(USAID/G3 FUNDED PROJECT)**

2013, APR-MAY

**ADMINISTRATION OF GOVERNMENT OF GEORGIA – TRAINING OF PERSONNEL AND
STRATEGIC PLANNING (USAID/G3 FUNDED PROJECT)**

2013, AUG

**STATE INSPECTORATE OF ENVIRONMENTAL AND TECHNICAL SAFETY OF KYRGYZSTAN
– DEVELOPMENT OF COMMUNICATION STRATEGY (USAID/KRTI FUNDED PROJECT)**

2013, JUN-JUL

**CITIZEN SERVICE CENTERS OF KYRGYZSTAN – DEVELOPMENT OF COMMUNICATION
STRATEGY AND PLANNING OF COMMUNICATION CAMPAIGNS (USAID/KRTI FUNDED
PROJECT)**

2013, JAN-FEB

**MINISTRY OF ECONOMY OF KYRGYZSTAN – DEVELOPMENT OF COMMUNICATION
STRATEGY (USAID FUNDED PROJECT)**

2012, JAN-MAR

**SERVICE AGENCY OF MINISTRY OF FINANCE OF GEORGIA – REBRANDING AND
DEVELOPMENT OF COMMUNICATION PLAN**

2012, AUG-OCT

**PROSECUTOR GENERAL OF KYRGYZSTAN – DEVELOPMENT OF COMMUNICATION
STRATEGY (USAID/KRTI FUNDED PROJECT)**

2010, OCT-2011, APR

**UNIVERSAL CARD CORPORATION (UNICARD) – DEVELOPMENT OF MARKETING
STRATEGY**

2011, JUN-DEC

**HEALTH INSURANCE MEDIATION SERVICE OF GEORGIA – DEVELOPMENT OF
COMMUNICATION STRATEGY (USAID/FORECAST FUNDED PROJECT)**

2009, SEP-DEC

**MINISTRY OF REFUGEES AND ACCOMMODATION – DEVELOPMENT OF
COMMUNICATION STRATEGY (USAID/FORECAST FUNDED PROJECT)**

2008, NOV-2009, APR

**MINISTRY OF ENVIRONMENTAL PROTECTION AND NATURAL RECOURSES OF GEORGIA
– PR CONSULTATIONS**

2009, JAN-APR

CIVIL DEVELOPMENT AGENCY (CIDA) – DEVELOPMENT OF COMMUNICATION STRATEGY AND ACTION PLAN

2008, JUN-AUG

BANK REPUBLIC – IMPLEMENTATION OF DREAM CARD CUP COMMUNICATION CAMPAIGN

2009, APR-JUL

MINISTRY OF JUSTICE OF GEORGIA – DEVELOPMENT OF COMMUNICATION STRATEGY (USAID/PAR FUNDED PROJECT)

2006, AUG-DEC

HOFFMAN LA ROCHE – ‘BREAST FRIEND’ COMMUNICATION CAMPAIGN

2005, JUL-DEC

GEORGIAN GLASS & MINERAL WATERS COMPANY - 10TH ANNIVERSARY COMMUNICATION CAMPAIGN

2005, MAY-JUN

TBC BANK – COMMUNICATION CAMPAIGN ‘9 STEPS TOWARD CLIENTS’

2005, FEB-MAR

CITIZENS ADVOCATE PROGRAM (CAP) - MEDIA SUPPORT OF FIRST FORUM OF CIVIL SOCIETY ORGANIZATIONS IN GEORGIA

2004, NOV-2005, MAR

TBC BANK – GRAND OPENING AND COMMUNICATION CAMPAIGN OF NEW HEAD OFFICE

Education

JUL 1999

MASTER IN INTERNATIONAL RELATIONS, IVANE JAVAKHISHVILI TBILISI STATE UNIVERSITY

Trainings & Certificates

2008-2009

FULL COURSE OF TBILISI SCHOOL OF POLITICAL STUDIES, TBILISI, GEORGIA – STRASBOURG, FRANCE

2005

TRAINING IN SUCCESSFUL STRATEGIC PR PLANNING (ACT RESEARCH), TBILISI, GEORGIA

2005

TRAINING IN BUSINESS ADMINISTRATION – BUSINESS SIMULATION (B-STRAT), TBILISI, GEORGIA

2004

TRAINING IN EFFECTIVE COMMUNICATION FOR EFFECTIVE LOCAL GOVERNMENT (PARTNERS POLSKA), TBILISI, GEORGIA

Languages

Georgian - native

English - fluent

Russian – fluent

Skills

- MS office programs
- Internet, e-mail
- Conducting trainings/ seminars
- Fast adaptation to any software
- Development of study programs
- Speech writing