

MARIKA MCHEDLIDZE

Assistant Professor

With 8+year of academic experience in various universities teaching Marketing, Corporate Social Responsibility, Public Relations, Organizational Behavior, and other courses, combined with over two decades of diversified professional experience in marketing, public relations, marketing, corporate social responsibility, and management across several industries in Georgia, I am excited to contribute my knowledge as an Assistant Professor. My career has been defined by producing significant solutions in difficult environments, as seen by my responsibilities as a consultant, trainer, and mentor for the grantees of International Organizations. Furthermore, I have a practice as a life coach.

I am seeking an academic role in the university to use my skills and knowledge to help the organization reach its objectives.



Contact



marine.mchedlidze@iliauni.edu.ge



Skills

- CSR & Social Entrepreneurship
- Brand Knowledge & PR
- Sales & Marketing
- Advertising & Promotional Activities
- Market Research
- Competitor and SWOT Analyses
- Vendor Identification & Development
- Business Development
- Project Management
- Resource Management
- Operations Research & Development
- Copywriting
- Training & Development
- Presentation Skills
- Team Building
- Analytical & Problem-Solving Skills
- Creativity
- Communication & Interpersonal Skills
- Time Management & Productivity Skills
- Leadership Development a& Coaching Skills

Languages

- Georgian - Native
- English - Fluent
- Russian - Fluent
- Spanish - Dele Diploma B2

Career Progression

● Current Position:

Various Freelancing Activities: Teaching at the Universities, Training, Coaching, Consulting

● Recent Training Programs:

- Marketing and Branding
- Effective Communications
- Personal Branding
- Corporate Social Responsibility and Volunteering
- Time Management and Stress Management
- Productivity Management
- Goal Setting and Success

Partner Organizations:

- Care International
- UN Funded Project – Partner Organization – FAO
- CSRDG
- World Vision Georgia
- EU Funded Project – Partner organization – LDA Georgia
- Estonian Refugee Council – Partner organization – For Better Future
- Center for Training and Consultancy
- Management Academy
- ID Institute

● Recent Consulting Projects:

- EU Funded Project – Partner organization – Caritas Czech Republic in Georgia - Project Evaluation of “Promotion of rural development and diversification in Khulo Municipality”, Expert
- EU Funded Project - Partner organization – Regional Development Fund - Developing Business Plan for Agro - center for Bolnisi municipality, Expert
- EU Funded Project – Partner organization – Regional Development Fund - Developing Touristic Marketing Strategy for Bolnisi municipality, Team Leader

Education

● Master of Business Administration (ENG)

University of Carlos III of Madrid, Madrid, Spain

Sep 2010 – Jul 2011

● Master in Economics, Insurance

Tbilisi State University, Tbilisi, Georgia

Sep 1998 – Jun 2000

● Bachelor in Economics, Finance and Banking

Tbilisi State University, Tbilisi, Georgia

Sep 1994 – Jun 1998

Certifications

● Professional Certified Marketer - American Marketing Association

Nov 2014 – Nov 2026

● International Coach – Coaching Up University

Oct 2022 – May 2023

● Basic Consultant of Positive Psychotherapy - World Association of Positive Psychotherapy

Oct 2019 – May 2020

● Certified Art Therapist - IDC – International Development Center

Oct 2021 – Jul 2022

Reference

- Tamar Magalashvili, Program Coordinator, Ilia State University
Email: tamar.magalashvili@iliauni.edu.ge
- Maka Tatumashvili, Project Supervisor, World Vision Georgia.
Email: Maka_Tatumashvili@wvi.org
- Natalia Kakabadze, Project Manager, Regional Development Center.
Email: Bolnisi_@yahoo.com

● Recent Teaching Experience:

IBSU – International Black Sea University, Tbilisi, Georgia, Invited Lecturer

Sep 2021 – up to present

- CSR and Sustainable Marketing
 - Public Relations (GEO, ENG)
 - Direct Marketing (GEO)
 - Personal Branding for Students (GEO,ENG)
- #### Ilia State University, Tbilisi, Georgia, Invited Lecturer

Mar 2016 – up to present

- Organizational Behavior
- CSR and Business Ethics
- Marketing Essentials(GEO, ENG)
- Public Relations (ENG)

University of Georgia, Tbilisi, Georgia, Invited Lecturer

Feb 2015 – up to present

- CSR - Corporate Social Responsibility
- Image-making
- Strategic Communication Cases
- Advertising Strategy
- Advertising
- Integrated Marketing Communications
- Crises Communication

● Corporate Experience:

BIG MFO, Tbilisi, Georgia

Head of Product Development and Marketing Department, B2C

Feb 2016 – Feb 2017

- Developed and implemented annual Marketing, PR, CSR and Product Development Strategy, Plan and Budget.
- Managed cross-departmental team to establish Smart Campaign / client protection standards to gain certification.
- Organized CSR and sponsorship projects/events according to CSR Policy.
- Initiated celebration of European Microfinance Day in Georgia.
- Launched web-site for Pro-Bono consultations <http://emd-georgia.ge/>.

PASHA Bank, Tbilisi, Georgia

PR and Marketing Manager, B2B

Jul 2012 – Mar 2015

- Developed and managed PR, Marketing, CSR, Internal Communications Strategy, Plan and Budget.
- Developed and implemented external communication strategy to increase brand awareness, which increased by 39% in 2014.
- Developed promotional materials and managed marketing suppliers.
- Organized CSR and sponsorship projects/events.
- Developed media relations and coordinated the bank's news distribution.