



# Giorgi Gunjua

---

**E-mail:** gunjuagio@gmail.com

**Phone:** +995592353605

## SUMMARY

---

Experienced Digital Marketing Manager/Copywriter with 5 years of experience creating engaging content and managing successful marketing campaigns. Skilled in SEO, SEM, PPC, email marketing, and social media management. Adept at crafting compelling copy that converts prospects into customers.

Experienced Copywriter with a demonstrated history of working in the information technology and services industry. Skilled in Search Engine Optimization (SEO), American Literature, Journalism, English, and Digital Agency. Strong media and communication professional with a Bachelor of Arts - BA focused in Literature from Ilia State University. References available upon request.

## WORK EXPERIENCE

---

### B2Broker

**Jun 2023 — Present**

Copywriter/Content Writer

I work with this company on a freelance contract. As a content writer at B2Broker, one's duties and responsibilities would typically revolve around creating high-quality written content to support the company's marketing, branding, and communication efforts. B2Broker is a technology and liquidity provider for the financial industry, so content is tailored to the needs of clients in the financial and trading sectors.

### Magnet Digital

**Jun 2022 — May 2023**

Content Writer

As a content writer, I am responsible for creating high-quality content that engages and informs my target audience. This includes conducting research on relevant topics, writing and editing copy for various mediums (such as blog posts, social media, and email newsletters), and collaborating with designers and product managers to ensure that content is visually appealing and effectively conveys key messages.

In addition to these core responsibilities, I also have experience optimizing content for search engines by incorporating targeted keywords and phrases, and developing strong writing and communication skills that allow me to effectively convey complex ideas in a clear and concise manner. Overall, my expertise as a content writer has allowed me to deliver compelling content that drives engagement and supports business goals.

As a financial content writer, my responsibilities included creating marketing or educational content, consulting with customers to obtain subjects or outlines, and revising my work as necessary to conform to the style and tone of certain publications.

## **WETHEBRANDS\_**

**May 2021 – Apr 2023**

Copywriter

As a Copywriter, my primary responsibility was to write and edit copy for various products and services. I conducted extensive research to ensure that the copy was accurate, informative, and engaging for potential customers. I also collaborated with designers and product managers to create compelling product descriptions, headlines, and marketing copy that effectively communicated the benefits and features of each product. Additionally, I optimized keywords and product titles to improve search engine visibility and increase sales. Through my work as a Copywriter, I developed strong writing and communication skills, as well as a deep understanding of e-commerce and online marketing strategies.

As a copywriter for this business, I have made use of every available area on an Amazon listing to promote We The Brands' merchandise. Using punchy bullet points to showcase the items' USPs in the above-the-fold material, commonly referred to as B+ content. In addition, there is A+ content below the fold that elaborates on the item and tells the company's history.

Writing material to promote products on Amazon for the company. We the brands were dependent on my descriptions of the things. Product listings were created, and the copy in them was prepared to persuade readers to buy the product. My copies would work flawlessly. They would go beyond poorly worded copy.

## **Biznetx LLC**

**Mar 2020 – May 2021**

Copywriter/Digital Marketing Specialist

As a Digital Marketing Manager/Copywriter, my role is to create and execute digital marketing campaigns and produce high-quality content that engages and converts target audiences. I conduct market research, analyze data, and identify trends to develop effective strategies that drive traffic, leads, and sales. I write and edit copy for various digital channels, including websites, social media, email marketing, and advertising. I collaborate with designers, developers, and other stakeholders to ensure consistency and effectiveness of the brand messaging and visual identity. I also monitor and optimize campaigns, measure performance, and report on key metrics to continuously improve results.

Biznetx is a successful startup company that specializes in variety of industries. As a Copywriter/Content Writer I had full creative control on the textual content of the company's products. Such as e-commerce websites, Digital forums, and their flagman apps.

## **Finance Makers**

**Jan 2019 – Mar 2020**

Content Writer/Copywriter

I write fascinating and engaging material about difficult financial ideas and products for a public audience as a Finance material and Copywriter. I have written articles, blog posts, whitepapers, and marketing materials for financial institutions, investment firms, and other finance companies. Work has given me a strong understanding of financial markets, goods, and regulations. I can study, analyze, and write difficult information in a clear, engaging manner. Since I manage several projects and tight deadlines, my field expertise has helped me acquire good project management skills. Provided compelling content to a retail FX digital agency.

- Write Forex market-educational blogs.
- Experienced product reviewer of Forex brokers, platforms, methods, and packages.
- SEO-optimized content with keywords and key phrases.
- Market analysis helped the company find new opportunities.

## Artpharma

Jan 2018 — Dec 2018

Arts/Fashion Journalist

A fashion journalist's main goal is to use the media to demonstrate current trends to the public. I carried out that for the online journal. Arts/Fashion Journalist responsibilities:

- Research and write articles on art and fashion trends
- Attend and report on events related to the art and fashion industries
- Conduct interviews with artists, designers, and other industry professionals
- Stay up-to-date on the latest news, trends, and developments in the art and fashion worlds

## EDUCATION

---

### Bachelor of Arts - BA, Literature

Sep 2017 — Jun 2021

Iliia State University

## SKILLS

---

- Fashion Journalism
- Amazon Web Services (AWS)
- Marketing Copy
- Content Creation And Management
- E-Commerce
- SEO Copywriting
- WordPress
- Customer Relationship Management (CRM)
- Customer-Focused Service
- Writing
- Data Analytics
- Search Engine Optimization (SEO)

## LANGUAGES

---

- **English**  
Native or bilingual proficiency
- **French**  
Limited working proficiency
- **Georgian**  
Native or bilingual proficiency
- **Latin**  
Full professional proficiency
- **Russian**  
Full professional proficiency