

# GEORGE GUNJUA

Copywriter&ContentWriter|SEOSpecialist | Digital Marketing Expert | Fintech Enthusiast

+995511562911    gunjuaGeorge@gmail.com    [Linkedin.com/in/giorgi-gunjua/](#)    [Gunjua.com](#)



## EXPERIENCE

### Content Writer & Social Media Manager

#### Zhubrak Accounting and Consulting

- 📅 12/2024   Present   📍 New York, United States
- Create SEO-optimized blog articles, social media posts, and website content focused on accounting, finance, and consulting services.
  - Develop and execute content calendars aligned with marketing goals and seasonal trends.
  - Manage and grow social media presence, increasing audience engagement through targeted campaigns.
  - Simplify complex financial and tax topics for small business owners and international clients.
  - Collaborate with internal teams to ensure content accuracy, brand consistency, and SEO performance.

### Copywriter & Content Writer

#### B2Broker

- 📅 06/2023   12/2024
- Specialized in creating SEO-driven content focused on crypto, Web3, and blockchain technologies.
  - Wrote educational and promotional blog articles to support product awareness and audience growth.
  - Conducted in-depth research to simplify complex financial topics for both industry experts and broader audiences.
  - Developed web content optimized for search engines, enhancing organic visibility.

### SEO Content Writer

#### Magnet Digital

- 📅 06/2022   05/2024
- Created SEO-optimized blog posts, web content, and marketing copy across diverse industries, including fintech and SaaS.
  - Collaborated with internal teams to maintain high content quality and brand consistency.
  - Proofread, edited, and optimized content to increase readability and search rankings.
  - Demonstrated versatility across industries, including fintech and SaaS.

### E-commerce Copywriter

#### Wethebrands

- 📅 05/2021   04/2023
- Made Amazon product listings using targeted keywords and SEO best practices.
  - Collaborated with designers and product managers to deliver detailed, engaging product descriptions.
  - Increased product visibility on Amazon through keyword research, search term optimization, and competitive content strategies.
  - Demonstrated expertise in e-commerce content creation and visual storytelling.

### Digital Content Marketing Manager

#### Biznetx LLC

- 📅 03/2020   05/2021
- Executing digital marketing campaigns
  - Producing high-quality content
  - Analyzing data to develop effective strategies
  - Achievements include a 50% increase in website traffic due to engaging multimedia content
  - A 20% boost in audience engagement from executing a content calendar and managing social media accounts
  - A 15% higher click-through rate on paid Facebook advertising campaigns

## SUMMARY

SEO Content Writer with over 7 years of experience creating high-performing, research-driven blog content for B2B SaaS, fintech, and professional services. Specialized in producing SEO-optimized articles for international audiences, with a strong focus on complex topics such as crypto, Web3, blockchain, AI, and financial technologies. Adept at simplifying technical concepts for professionals while meeting SEO best practices and aligning with brand voice.

## KEY ACHIEVEMENTS

### Traffic Boost

Increased website traffic by 50% through multimedia content.

### Engagement Increase

Improved audience engagement by 20% with strategic content management.

### Keyword Optimization

Enhanced search engine visibility by 30% using optimized keywords.

### Lead Growth

Achieved a 25% increase in lead generation with targeted campaigns.

## LANGUAGES

### English

Native



### French

Beginner



### Georgian

Native



## Skills

- SEO Content Writing
- B2B SaaS Copywriting
- Fintech, Crypto, Blockchain, Web3
- Accounting & Financial Services Content
- Social Media Management
- Content Calendar Development
- Amazon SEO and Product Listings
- TOFU & BOFU Content Strategy
- Keyword Research & On-Page SEO
- Content Localization for International Markets
- Performance Analytics & Reporting
- Independent & Remote Collaboration

## EXPERIENCE

---

### SEO Content Writer

#### Finance Makers

📅 01/2018 03/2020

- Created SEO-driven blog articles, landing pages, and website content on fintech, crypto, and blockchain topics.
- Delivered content aligned with TOFU and BOFU marketing strategies to support lead generation, increasing qualified leads by 25%.
- Produced content tailored for international markets with a focus on clarity and localization.

## EDUCATION

---

### Bachelor of Arts Marketing

#### Ilia State University

📅 09/2017 06/2021

- Bachelor of Arts
- Marketing
- Ilia State University