TSOTNE KURASHVILI

CONTENT WRITER | EDUCATIONAL CONTENT AND SCRIPTS

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PROFILE

Writer and editor with 8+ years across education, digital media and marketing. Experience includes learning products, educational materials, scripts and a Bitcoin fundamentals mini-course. Skilled at researching unfamiliar subjects and explaining complex ideas to beginners. Marketing Co-Founder of a martial arts academy.

RELEVANT EXPERIENCE

Product Development Lead | AZRI Georgian Language School | Jan 2019–Mar 2020

Joined as a part-time tutor, then led the tutors' team and helped develop the learning product. Gamified the learning process and built assessment systems from scratch.

Senior Copywriter | Academy of Digital Industries | Apr 2025–Sep 2026

Wrote and edited educational materials, course pages, SEO articles, emails and advertising scripts. Worked with design, production and marketing teams to explain course offerings clearly across channels.

Marketing Co-Founder and Social Media Lead | Gojirajj Academy | Present

Lead content ideas, hooks, copy and promotional messaging for a martial arts academy; coordinate social production. Academy content generated 2.1M+ combined Instagram and TikTok views in its first few months.

Translator and Bitcoin Educator | Independent projects

Translated The Bullish Case for Bitcoin and The Little Bitcoin Book into Georgian; created a Bitcoin fundamentals mini-course. Explained specialized financial and technical ideas for learners without prior knowledge.

Content Manager and Host | TOK TV · Deutsche Welle partner | Feb 2021–Feb 2023

Wrote and edited newsroom and social content under deadline. Hosted a podcast and news show, researched subjects and interviewed experts for a broad audience.

Social Media Copywriter | Setanta Sports Eurasia | Oct 2021–Present

Write concise sports copy and social messaging for an international digital media brand.

ADDITIONAL EXPERIENCE

YouTube Producer, Panenka (Jul–Dec 2023): Video concepts, title and thumbnail ideation, and creative brainstorming for a football channel that reached 300K+ views in approximately six months.

SEO Content Specialist, Royal Elementor Addons (2025): WordPress blog content strategy, keyword research and on-page optimization. **Invited Translator, Bakur Sulakauri Publishing (2018–2021):** Translated Chewing Sunrises. Sugar Free, published in 2020.

CORE SKILLS

Educational writing · Scriptwriting · Research and fact-checking · Editing · Content structure · Tone-of-voice adaptation · AI-assisted outlining, drafting and editing · SEO · Translation

EDUCATION AND LANGUAGES

MA, Linguistic Support of Intercultural Relations · Tbilisi State University, 2020
Semrush Content-Led SEO, 2025 · HubSpot Academy SEO Certification, 2024
Georgian: native · English, Russian and Spanish: professional proficiency