

TSOTNE KURASHVILI

Content Strategy and Copywriting

Tbilisi, Georgia | +995 599 876 477 | kurashvilitsotne@gmail.com

tsotnekurashvili.com | linkedin.com/in/tsotnekurashvili

Profile

Content strategist, copywriter and editor with 8+ years across digital media, education and marketing, alongside 10+ years of translation work. Experience spans brand messaging, social campaigns, YouTube production, SEO and expert interviews. Focused on making complex subjects clear and creating content that helps people understand them.

Core skills

Content strategy and calendars • Creative concepts and briefs • Copywriting and editing • Social content • YouTube concepts, titles and thumbnails • SEO and keyword research • Translation and adaptation • Creative production coordination

Professional experience

Gojirajj Academy

Marketing Co-founder and Social Media Lead

Present

- Lead content ideation, planning, hooks, copy and promotional messaging; coordinate social content production.
- Plan Instagram carousels, campaign posts and briefs for seminars and promotions, aligning visuals, captions and calls to action.
- Academy content generated 2.1M+ combined Instagram and TikTok views in its first few months.

Setanta Sports Eurasia

Social Media Copywriter

Oct 2021–Present

- Write sports-focused social copy, captions and audience-facing messaging, maintaining a consistent brand voice for an international sports media company.

Academy of Digital Industries

Senior Copywriter

Apr 2025–Sep 2026

- Created SEO articles, course landing pages, emails, social copy and advertising scripts that explained course value to prospective learners.
- Worked with designers, production colleagues and performance marketers to align campaign messaging across paid, organic and website content.

Royal Elementor Addons

SEO Content Specialist – Freelance

2025

- Developed a WordPress blog SEO content strategy using keyword research, metadata and on-page optimization.

Panenka

YouTube Producer

Jul–Dec 2023

- Produced content for an early-stage Georgian-language football channel, contributing video concepts, title and thumbnail ideas, creative brainstorming and appearances in videos.
- The channel reached 300K+ views over approximately six months.

Editorial and translation experience

TOK TV

Content Manager and Host

Feb 2021–Feb 2023

- Wrote and edited news and social content to newsroom deadlines at this Deutsche Welle partner.
- Hosted a podcast and news show, researched subjects and conducted expert interviews.

AZRI

Product Development Lead

Jan 2019–Mar 2020

- Coordinated remote editorial and language-education teams, working on content standards, quality review and performance monitoring.

Bakur Sulakauri Publishing

Invited Translator

Oct 2018–2021

- Translated Zura Jishkariani's novel *Chewing Sunrises. Sugar Free*, published in 2020.

Selected independent projects

Bitcoin translation and education

Five years of focused Bitcoin study and involvement, with an emphasis on making technical and financial ideas accessible to Georgian-speaking audiences.

- Translated Vijay Boyapati's book *The Bullish Case for Bitcoin* and *The Little Bitcoin Book* into Georgian.
- Created *Bitcoin Fundamentals*, a Georgian-language mini-course, and published Bitcoin writing on Substack, now available as an archive.

[Writing archive](#) | [Educational work](#)

Education

MA in Linguistic Support of Intercultural Relations

Tbilisi State University, 2020

Certifications

Content-Led SEO with Brian Dean – Semrush, 2025

SEO Certification – HubSpot Academy, 2024

Languages

Georgian – native

English, Russian and Spanish – professional proficiency