

TSOTNE KURASHVILI

BITCOIN CONTENT & VIDEO STRATEGY | EDITORIAL • YOUTUBE • EDUCATION

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PROFILE

Multilingual content strategist, copywriter and editor with 8+ years across digital media, educational content and SEO, plus 5 years of deep involvement in Bitcoin. Co-launched a football YouTube channel reaching 300K+ views in six months; helped grow a martial arts academy's Instagram and TikTok content to 2.1M combined views in its first few months. Translated two Bitcoin books into Georgian and created a Bitcoin fundamentals mini-course. Skilled at translating complex topics into clear, engaging, audience-friendly content.

SELECTED HIGHLIGHTS

300K+ YouTube views | Panenka, Jul–Dec 2023 • 2.1M social views | Gojirajj, launch period • 2 Bitcoin books translated

RELEVANT EXPERIENCE

Bitcoin Translator & Educator | Independent projects

Translated two Bitcoin books for Georgian readers and created a mini-course introducing Bitcoin fundamentals; 5 years of focused subject knowledge.

YouTube Channel Co-creator | Panenka (football) | Jul–Dec 2023

Co-launched a Georgian-language football YouTube channel from scratch, reaching 300K+ views in six months (Jul–Dec 2023) within Georgia's relatively small football-content market.

Marketing Co-founder & Social Media Lead | Gojirajj Academy | Present

Lead social content planning, creative concepts, copy and production coordination; academy content generated 2.1M combined Instagram and TikTok views in its first few months.

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

Write sports-focused social media copy, including captions and messaging for Setanta Sports' digital audiences.

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

Created SEO articles, educational content, landing pages, email campaigns, social copy and advertising scripts; worked with creative and marketing colleagues on coordinated campaigns.

Content Manager & On-Camera Host | TOK TV (Deutsche Welle partner) | Feb 2021–Feb 2023

Hosted a podcast and news show on camera, conducted interviews, and produced and edited news and social content.

ADDITIONAL EXPERIENCE

- Product Development Manager, AZRI (Jan 2019–Mar 2020): remote editorial and education teams.
- SEO Content Specialist (freelance), Royal Elementor Addons (2025): WordPress blog SEO strategy, keyword research and on-page optimization.

SKILLS

- Bitcoin education & research-to-content
- YouTube and social storytelling
- Content concepts and briefs
- Copywriting and editing
- SEO and audience research
- Content calendars
- Localization
- Cross-functional production

EDUCATION & CERTIFICATIONS

- Master's Degree, Linguistic Support of Intercultural Relations, Tbilisi State University (2020)
- Semrush: Content-Led SEO (2025)
- HubSpot Academy: SEO Certification (2024)

LANGUAGES

- Georgian (native)
- English (professional proficiency)
- Russian (professional proficiency)
- Spanish (professional proficiency)