

# David Arveladze

## Personal Information

Date of birth:  
29/08/1975  
Birth place: Tbilisi  
Nationality:  
Georgian

## Permanent Address

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09/93-06/97	<b>Education</b> ESEC Escuela Superior Europea de Comercio de Barcelona <b>Dual Bachelor in International Business - Grupo ESC Toulouse</b> International Marketing	<b>Barcelona, Spain</b>
09/95-06/96	Oxford Brookes University <b>Dual Bachelor of Arts in International Business (BAIB)</b>	<b>Oxford, England</b>

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## Work Experience

10/10—present	<b>GPB – Georgian Public Broadcaster</b> <b>Head of Marketing Department</b> <ul style="list-style-type: none"><li>- Responsible for managing marketing department.</li><li>- Creating, developing and implementing all marketing and sales strategies.</li><li>- Communication with advertising companies.</li><li>- Creating and implementing marketing communication strategies for all products of the Broadcaster.</li><li>- Designing and managing in-house promotion.</li><li>- Planning marketing objectives.</li><li>- Managing audience research department. (“People meters”, doing analyses of the key figures and working out advises for production department)</li><li>- Organizing outdoor campaigns.</li><li>- Creating and implementing presentations for business and advertisement sectors.</li><li>- Planning and supervising marketing research activities (focus groups, filed research etc)</li></ul>	<b>Tbilisi, Georgia</b>
07/09—08/10	<b>Geostar LTD</b> FMCG product Distribution Company <b>Head of Marketing Department</b> Official partner of NIVEA, Bic, GlaxoSmithKline, Bonduelle etc. <ul style="list-style-type: none"><li>- Led and managed marketing department</li><li>- Created, developed and implemented all marketing, advertising and promotional activities</li><li>- Created, developed and implemented marketing plan and promotion activities</li><li>- Planned marketing objectives</li><li>- Created, developed and implemented company rebranding</li><li>- Created and implemented new strategies of communication with suppliers (Nivea, Bic, Aquafresh, Bonduelle etc)</li><li>- Organized and supervised reporting systems with suppliers.</li><li>- Responsible for pricing and discount system</li><li>- Created, developed and implemented media planning and outdoor advertisements</li><li>- Created, developed and implemented long-term strategy for the company. Monitoring and updating.</li></ul>	<b>Tbilisi, Georgia</b>
11/08-07/09	<b>Rakia Georgia Free Industrial Zone LLC</b> <b>Head of Marketing Department</b> <ul style="list-style-type: none"><li>- Led and managing marketing department</li><li>- Responsible for establishment, implementing and managing strategic development of existing markets for investment promotion in the free zones. Creating, developing and implementing all marketing, advertising and promotional activities.</li><li>- Planned marketing objectives for different markets.</li><li>- Established marketing strategies to meet organizational objectives.</li><li>- Evaluated customer research, market conditions and competitor data</li><li>- Implemented the organizations marketing plan</li><li>- Planned and overseeing media-buying and marketing purchase activities.</li><li>- Supervised marketing team and delegating tasks to appropriate team member(s).</li></ul>	<b>Poti, Georgia</b>
11/06-10/08	<b>GPB – Georgian Public Broadcaster</b> <b>Head of Marketing and Communication Department</b> <ul style="list-style-type: none"><li>- Managed profitable relationships</li><li>- Developed marketing strategies and plans</li><li>- Identified market segments and targets</li><li>- Created competitive advantage</li><li>- Created product strategy</li><li>- Designed and managed services (added value)</li><li>- Designed and managed value networks and channels</li><li>- Media planning. Designed and managed integrated marketing communications (Advertising, Promotion and Direct Marketing)</li><li>- Led a twenty-five members team.</li></ul>	<b>Tbilisi, Georgia</b>

10/01- 09/06

**PGA - Porcelain Group Alliance**

**Barcelona, Spain**

Group Alliance between the two major porcelain producers in Spain  
**Strategic Development Director, Marketing Director**

- Developed Market strategies for the company and its products to ensure competitive advantages among partners did not overlap but enhanced the group against competitors. *HoReCa and Retail markets.*
- Integrated the design and production departments (synergy) to ensure clients were satisfied.
- Developed a system to collect and analyze feedback from clients and suppliers to improve business performance.
- Developed relations with new clients and suppliers including Chinese, Indonesian and Turkish partners to outsource products and services.
- Spent several months in China (Hong-Kong) working with partners to integrate business practices.
- Implemented controls system to analyze key indicators of the company performance. Customer oriented activities.
- Led a fifteen members team.

02/99-10/01

**Datec Electronics Holding LTD**

**Barcelona, Spain**

British IT and Electronics Multinational  
**Project Manager**

- Responsible for Market Analysis.
- Reviewed production levels and equipment to develop long-term resources planning.
- Responsible for major purchasing (1 million € and above)
- Responsible for implementing new products
- responsible for coordination key accounts

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**Languages**

Georgian (Native), Russian (Fluent), Spanish (Native), English (Fluent), Catalan (Intermediate), French (Basic)

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**Other jobs.**

La Caixa (Spanish bank), Estrella Damm (Spanish Beer Company), Action Voyage (French travelling agency) Interice (Spanish FMCG company) Patel S.A (Spanish FMCG company)

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**Additional Information**

- Microsoft office, Macromedia Flash, Macromedia freehand, Sound forge Adobe Photoshop, Adobe Premier, final Cut
- Internationally and Multicultural Oriented.
- Human rights volunteer
- Driving License

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