

Michael Korkia

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Date of Birth: 01/01/1985

Nationality: Georgian



PROFILE

Young, energetic Masters in Advertisement and Marketing graduate with strong **creative, organizational** and **interpersonal** skills. Significant experience in **marketing, design, journalism** and **photography** in various areas of business.

EDUCATION

- 2007-2008 Coventry University (U.K.) MA Advertisement & Marketing**
(Graduated with Merit)
- Modules Include:** Marketing Communications, Creative Communications, Advertisement Psychology, Advertisement & PR, Consumer Behavior, Marketing Research
Dissertation: ‘*Semiotics Analysis of Tattoo and Piercing Usage in Print Advertisements*’
Skills Developed: efficient conduction of desktop research; report writing; teamwork
- 2001-2005 American Univ. for Humanities (Tbilisi) BA Business Administration**
Final GPA (grade point average) 4.00 (max 4.00)
Chancellor’s and President’s Roll of Honor Class 2005

RELEVANT PROFESSIONAL EXPERIENCE

- Sep 08-Apr 09 Advertising Agency ‘DOJO’ Berlin (Germany)** (<http://www.dojo-berlin.de>)
- **Creative Advisor (intern)** (close operation with Creative Director on numerous projects in areas of concept creation, promo strategy selection, promo mix creation and etc.; product and advertisement photography for *Marry’s Nap* dog fashion company)
- Sep 08-Apr 09 Entertainment online magazine ‘Schnaps Magazine’ (Berlin, Germany)**
- **Creative Advisor (intern)** (creation of show concepts, selecting the promotion media)
 - **Editor** (selection of the material, events and artists; establishing contacts with record labels, venues and etc.; creating interview scenario and scripts) (<http://www.schnapsmagazine.com>)
 - **Photographer/Journalist** (making photo projects and reports; making interviews and shows with artists; camera work on videos, documentaries and interviews)
- Apr-Sep 07 Television Studio “Tbilisuri Ambebi (Tbilisi News)” (Georgia)**
- **Marketing Manager** (promotion of TV projects and news material)
 - **Cameraman** (camera work in documentary about “Illy” factory and city of Venice, Italy)
- Jan 07 - now Real estate agency “Mouravi” Ltd. (Georgia)**
- **Photographer/Designer (freelance)** (design of leaflets, brochures and banners; product photography for website and brochures) (<http://www.realty.ge>)
- Oct 06 Rock bands “He6o CCCP”, “S.P.I.D.” and “Lady Heroine” (Georgia)**
- **Producer** (organization of tour dates; arrangement of sponsorship)
 - **Designer** (creating CD covers, posters and promo photography)
- (www.myspace.com/nebossr),(www.myspace.com/sickpeopleindreams),(www.myspace.com/ladyheroinez)
- May -Sep 06 MaxiBasketball Georgian National 40+ Team**
- **General Manager** (organizational issues of national team that took part in MaxiBasketball European Championships in Hamburg, Germany 2006)
- Feb 06-Feb 07 Entertainment glossy magazines “Anabechdi” and “Focus” (Georgia)**
- **Photographer** (advertisement photography, photo journalism, tourism photography and photo projects including exclusive project about W.O.A. (Wacken Open Air music festival 2006) in Wacken, Germany)

- Sep 05-Feb 06 **“Tbilisi State Griboedov’s Russian Academic Drama Theatre” (Georgia)**
- **Graphic Designer** (design of posters, banners, leaflets and exhibition accessories for the theatre anniversary celebration) (<http://www.griboedovtheatre.ge>)
- Mar-July 05 **Plastic card technology distribution company “National Card” Ltd. (Georgia)**
- **Executive Manager** (organizing, leading and controlling company and staff)
- Feb 03-Feb 05 **Plastic card technology distribution company “Card Solution” Ltd. (Georgia)**
- **Marketing/Communication Manager** (arranging distribution contracts with foreign companies; raising awareness of company services and products on business to business basis; negotiated exclusive contract with **Datacard** (<http://www.datacard.com>) corporation; negotiated numerous distribution and partner contracts with small international companies)
- May-Oct 03 **Telecommunication Company “Global 1” (Georgia)**
- **Sales Expert /Assisting Marketing Manager (intern)** (developing, implementing and analyzing marketing research in business to business area)
- July-Aug 02 **Advertising Company “Kiev” (Ukraine)**
- Intern in Advertisement department.

ADDITIONAL SKILLS

Art

- **Photography** – Arranged photos into 5 solo exhibitions and 1 double exhibition. 3rd exhibition took place on the roof of business center in Tbilisi, which brought positive publicity and creative reputation. The latest exhibition took place in art café “Cake” in Berlin, Germany. (http://myspace.com/yama_dharma)
- **Design** - Created numerous posters, leaflets, banners, logos and photo manipulations that were used as accessories for different events, concerts and exhibitions. (http://myspace.com/yama_dharma)
- **Music** – Created and organized alternative hardcore band “Zedmeti Kaloriebi” (Excess Calories). Lead this band, as a frontman, to self-organized 3 concerts, which also featured influential Georgian rock artists and U.K. rock artist Fran Power.
- **Writing** – Short novels and poetry in English together with own artwork.

Entertainment

- **TV Shows** – Creation and organization of entertainment TV show “Vipove!” (<http://ui-vipove.narod.ru>);
- **Video/Show/Acting** – Creation of underground entertainment show phenomenon “KoHi”, which influenced most of modern entertainment youth shows in Georgia.

Sports

- **Basketball** – Played for professional, amateur and junior teams in Georgia; was elected for an All Star Game 2005 Foot Locker Three-Pointer Contest; Member of WBA 2nd Division champions Coventry University Basketball Team.
- **Tennis** – Played in several national and international tournaments on the junior level; Experience in coaching of different age groups.

COMPUTER LITERACY

Adobe Photoshop (7.0; CS; CS2; CS3); **Adobe InDesign** (CS2); **Microsoft Office** (Word, PowerPoint, Excel); **Internet** tools; technical aspects; repairs and reinstallation of software and windows (**Win98; WinNT; WinXP**).

LANGUAGES

Georgian (native); **English** (fluent); **Russian** (fluent); **German** (basic understanding)

REFERENCES

M. Daye	Coventry University	bsx239@coventry.ac.uk	+ (44) 78 10 118 794
G. Meladze	American University for Humanities	info@auhtc.edu	+ (995) 32 956 993
G. Kikaleishvili	Television Studio “Tbilisuri Ambebi”		+ (995) 71 201 120