

Nikoloz Getsadze

nick.getsadze@yahoo.com | www.linkedin.com/in/getsadze-nikoloz/ | London, UK

Phone: +44 07512504286 | Whatsapp: +995 579461900

EDUCATION

University of St Andrews

Master of Arts in Management

St Andrews, United Kingdom

Sep 2020 – Jun 2024

- **Relevant Modules:** *Entrepreneurship and Small Business Development, International Business, Advertising and Marketing Communications, Statistics, Logic and Reasoning*
- **Research and academic works:**
 - Researched the impact of the Ukraine war on housing markets in Tbilisi and Batumi, showcasing strong analytical skills and the ability to interpret complex socio-economic data into actionable insights
 - Analyzed potential products for Turkey's emerging market, demonstrating strategic market foresight and the ability to assess opportunities in dynamic environments
 - Applied probability concepts and Excel to develop models, create pivot tables, and design visualizations, effectively translating complex data into actionable insights during a class presentation
 - Led a group project, overcoming last-minute challenges to secure a 95% grade, showcasing resilience, collaboration, and strategic thinking under pressure

WORK EXPERIENCE

RISE Network Group | Direct Marketing Agency

Sales Executive

London, United Kingdom

Sep 2024 – Feb 2025

- Implement effective persuasion and negotiation techniques to enhance customer acquisition and retention. interacting with over 150 customers daily to drive engagement and retention
- Consistently surpass monthly sales targets, achieving an average performance of 120% against KPIs
- Recruit, train, and mentor new Sales Executives, enhancing team performance through structured onboarding and skill development sessions
- Organize team-building activities, including ride-outs and day trips, fostering collaboration and morale

Brooke Street Planning | Private Office for Business and Investment Services

Summer Intern

London, United Kingdom

Jun 2024 – Aug 2024

- Managed client queries with professionalism, maintaining high satisfaction levels throughout all interactions
- Conducted detailed property market analysis, identifying 10+ investment opportunities and calculating potential annual growth rates
- Assisted in a case study evaluating investment prospects in London's residential sector, contributing to strategic decision-making

Art City | Real Estate Development

Assistant to Commercial Manager

Tbilisi, Georgia

May 2023 – Aug 2023

- Oversaw customer service and facilitated sales during tenant move-ins, ensuring seamless operations and elevated client satisfaction
- Designed and executed social media-driven sales strategies, including campaigns using Meta Ads and Google Ads, and introduced a virtual tour system for mountain resort properties, significantly increasing ad effectiveness by 10%
- Initiated the creation of a referral incentive program, providing discounts to property owners for client referrals, driving sales growth
- Collaborated with external agencies to introduce rental and maintenance services, optimizing client investments and increasing overall sales success

WELL LLC | Logistics Company

Assistant to Project Operations Manager

Tbilisi, Georgia

May 2022 – Aug 2022

- Coordinated the execution of project shipment deliveries for GOGC's East-West gas pipeline project, ensuring 100% on-time delivery
- Resolved on-site logistical challenges, reducing operational delays by 20% and enhancing the efficiency of multinational logistics routes

DNG Group (Ponty App Startup) | Hospitality App

Founder

Tbilisi, Georgia

Aug 2022 – May 2023

- Recruited a team via LinkedIn, overseeing the cohesion of the group relationships and ensuring a smooth workplace
- Developed a monetisation strategy through different ways, including the implementation of advertising and promotions
- Communicated with different Supply Side Platforms (SSPs) to plan out monetization strategy and foster future development

ADDITIONAL INFORMATION

Languages: Georgian (Native), English (Fluent), Russian (Fluent)

Technical Skills: Microsoft Office Suite, HubSpot CRM, Google Ads, Meta Ads, Excel (Pivot Tables, Data Visualization)

Leadership: Captained Rugby Club Tbilisi, demonstrating strong leadership and team-building abilities