

Besik (Beso) Kavzharadze

Technology Leader | Digital Marketing Expert | Creative Innovator

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PROFESSIONAL SUMMARY

A visionary leader with 17+ years of experience spanning technology development, digital marketing, and creative services. Skilled in full-stack web development, e-commerce solutions, and crafting data-driven marketing strategies. Proven success in scaling businesses, fostering innovation, and delivering impactful results for clients across diverse industries. Adept at bridging technical expertise with creative problem-solving to drive growth and achieve organizational objectives.

SKILLS AND CORE COMPETENCIES

| | | | | | |
|-----------------------------|--------------------------------------|----------------------------|------------------------|--------------------------|---------------------|
| Languages: | JavaScript, TypeScript | PHP | HTML | CSS | XML / Liquid / JSON |
| | 12, 4 Years | 10 Years | 14 Years | 14 Years | 14, 3, 9 Years |
| Front End: | Next.js | React Native | Remix | TaliwindCSS | Vite |
| | 6 Years | 5 Years | 4 Years | 6 Years | 4 Years |
| Back End: | Node.js | GraphQL / Prisma | MongoDB, Firebase | MySQL | Laravel |
| | 6 Years | 4 Years | 4 Years | 12 Years | 3 Years |
| CMS & Platforms: | Wordpress + Elementor | Shopify, +Apps | WooCommerce | Instapage | Unbounce |
| | 6 Years | 4 Years | 6 Years | 3 Years | 4 Years |
| CRM Tools | monday sales CRM | ZOHO CRM | SalesForce | ZohoForms | Gravity Forms |
| | 3 Years | 3 Years | 1 Years | 5 Years | 4 Years |
| Marketing & Analytics: | SEA, SEM - GTM, GA4, GADS | SEO - SEMrush | Sprout Social | Hotjar - Mailchimp | Content Hub |
| | 11 Years | 8 Years | 4 Years | 3 Years | 2 Years |
| Design Tools: | Photoshop | CorelDraw | Illustrator | Canva | DaVinci Resolve |
| | 12 Years | 14 Years | 7 Years | 4 Years | 6 Years |
| Cloud: | AWS (S3, EC2, RDS) | Vercel (Serverless) | Sprout Social | Hotjar - Mailchimp | Content Hub |
| | 2 Years | 3 Years | 2 Years | 1 Years | 1 Years |
| AI, QA Tests, CyberSecurity | OPenAI - ChatGPT + Midjourney, other | Selenium, Postman, Jenkins | Zero Trust, Biometrics | Blockchain cybersecurity | Crypto |
| | 3+ Years | 4,6, 2 Years | 3,2 Years | 2 Years | 2 Years |



WHAT I BRING TO THE TABLE

- I've built ventures from the ground up, delivering real-world impact and proving that success is about action, not excuses.
- I think differently—finding solutions others miss and turning big ideas into reality through bold, innovative execution.
- I bridge the gap between business and technology, creating systems that don't just work but redefine what's possible.
- Inspiring others isn't optional—it's essential. I lead by example, sparking ambition through hands-on mentorship and clear vision.
- I've managed diverse teams across creative, technical, and operational roles, making complexity look simple and results inevitable.
- With a network spanning tech, marketing, and digital media, I connect people and ideas to unlock extraordinary opportunities.

WHAT I'VE DONE

- Led groundbreaking digital and creative projects across industries—from craft breweries to solar energy—proving innovation thrives everywhere.
- Designed and launched marketing campaigns that didn't just grow sales—they multiplied them, delivering tangible, measurable results.
- Managed stakeholders and global teams like clockwork, bridging IT and non-IT worlds to deliver seamless execution across borders.
- Orchestrated high-impact campaigns with teams of every size, from part-time creatives to large-scale operations, always delivering big outcomes.
- Built and architected full-stack web applications that don't just meet technical requirements—they redefine what they can be.

WHAT I BRING TOGETHER

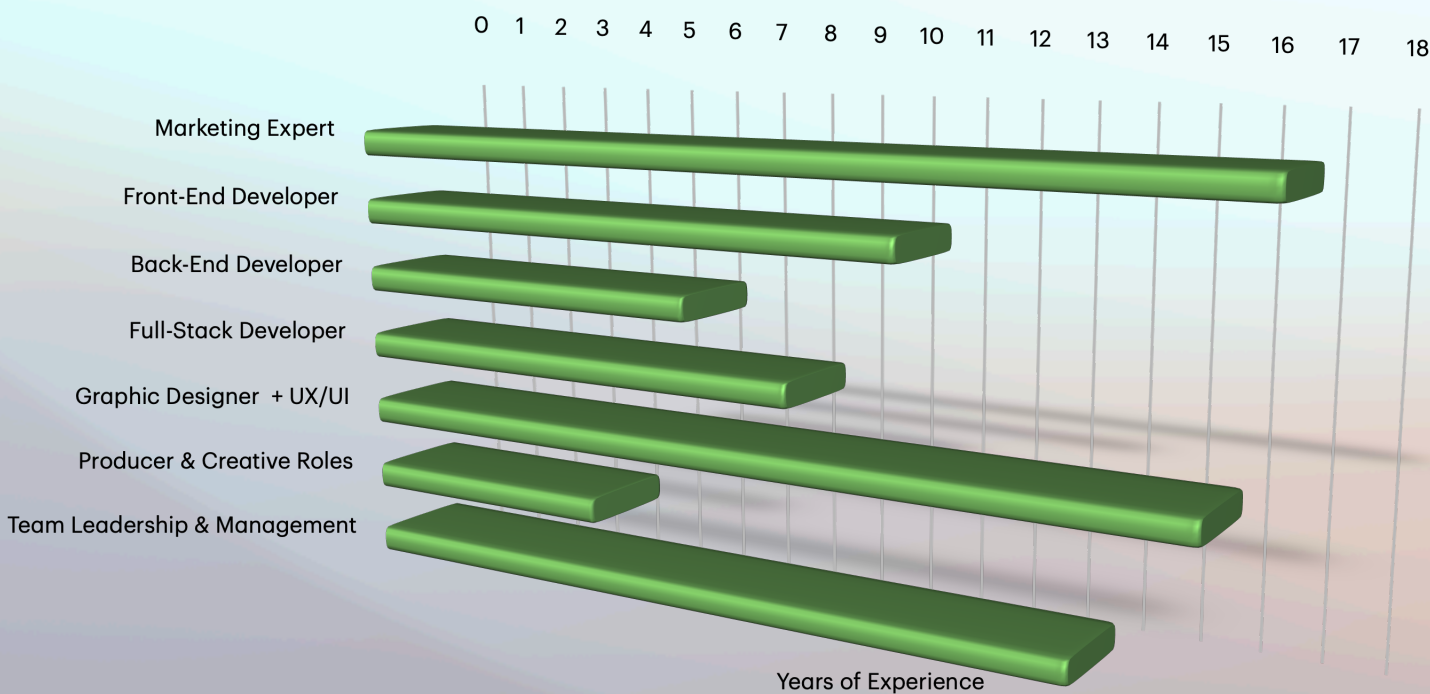
- The perfect fusion of creative brilliance and technical mastery to deliver solutions that are both visionary and practical.
- A rare mix of business acumen and digital technology expertise, ensuring every project is a win from both a strategic and technical perspective.
- Business, creative, and IT services aligned to build digital experiences that aren't just functional but truly valuable.
- A knack for leading and motivating teams, driving them toward shared objectives with energy, clarity, and purpose.

WHAT I'M LOOKING FOR


- A hands-on role where I can innovate, execute, and make an impact in tech, creative services, or digital marketing.
- The freedom to lead boldly—thinking big, acting fast, and delivering real results.
- A growth-focused environment with strong values, teamwork, and room for personal and professional expansion.
- Work that’s meaningful, challenging, and balanced with life.
- An opportunity to add value to a family business in the Netherlands through tech and creativity.
- A role that demands energy, quick problem-solving, and decisive leadership.

ACCOMPLISHMENTS

- Spearheaded dozens of strategy and innovation projects in the Renewable Energy industry. Designed and executed 60+ digital marketing campaigns, delivering measurable sales growth.
- Built and managed a high-performance e-commerce platform with AI-powered product management.
- Launched game-changing marketing initiatives for Craft Brewery and Kitchen TWO TONS, driving significant growth in the HORECA sector.
- Positioned OwlWeb as an ALPHA startup at Web Summit 2024, generating 87 leads, converting 24 clients, and securing one investor deal.
- Rapidly grew Besok.nl, establishing 12 regular clients within its first four months.
- Collaborated through Willingson.ge and OwlWeb to deploy 31 developers (7 senior, 16 middle, and 8 junior) to businesses in the EU and USA.



SENIOR FULL STACK DEVELOPER

 APR 2023 - JUN 2024

QOQU, (Zongericht, Zoneadviseerd, Zongeschikt) Netherlands (full-time)

- Building websites, landing pages, and marketing strategies from the ground up—driven by data and focused on results.
- Created high-performance landing pages with top-tier Google Lighthouse scores.
- Drove 800% sales growth in a short time by optimizing digital strategies.
- Cut lead costs by 50%, outperforming industry standards with smarter marketing and video production.
- Led a multidisciplinary team to deliver seamless project execution and exceptional client results.

SOFTWARE DEVELOPER/COO & FOUNDER

 JAN 2021 - DEC 2022

TablouriCanvas24 SRL - Canvas24, Romania (part-time)

- Built and managed a powerful e-commerce platform with AI-driven tools, making scalability and performance a priority.
- Managed 150,000+ products using AI integration across top marketplaces like Emag, Amazon, and Google Marketplace.
- Successfully migrated to cutting-edge tech stacks (React.js, Next.js, GraphQL) to boost scalability and performance.


SR GRAPHIC DESIGNER / FULL STACK DEV.

 JUL 2018 - APR 2023

SC SOREL SRL, Romania (full-time)

- Design digital and print content, manage multimedia, and build web solutions that deliver impact.
- Designed and launched web applications that improved user experience and boosted client visibility.
- Built SOREL PRO CRM software, streamlining internal workflows.
- Developed the SOREL PRO Work Operating System, enhancing company-wide operational efficiency.


HEAD OF DIGITAL MARKETING / FULL STACK DEVELOPER.

 OCT 2018 - JAN 2023

MontanaSibiu, M-Group, Romania (part-time)

- Drive product creation, brand development, and web solutions to transform ideas into market success.
- Integrated products into major marketplaces (Emag.ro and Emag.hu), achieving 380% sales growth in 3 months and 460% in a year.
- Developed AI-driven XML listings for factory EAN codes on GS1.ro, automating a critical process.
- Boosted brand visibility and market penetration with strategic digital initiatives.

ONLINE MARKETER / FULL STACK DEV.

 MAR 2019 - JAN 2023

Complex Turistic Casianna, Romania (part-time)

- Plan and execute digital campaigns that connect brands with customers and drive engagement.
- Designed successful campaigns for Christmas and Easter, significantly increasing seasonal bookings.
- Integrated hotel and restaurant services into local tourist guides, boosting visibility among travelers.
- Managed social media and paid campaigns, elevating online presence and customer engagement.


HEAD OF DIGITAL MARKETING

 NOV 2017 - AUG 2021

Craft Brewery and Kitchen ORITONA, Georgia (part-time)

- Create and lead digital marketing campaigns that drive growth, build brand visibility, and dominate markets.
- Optimized campaigns that cut lead costs and boosted sales by 190%.
- Built a vibrant social media network, establishing TWO TONS as a market leader in Georgia's HORECA sector.
- Strategically positioned the brand in the competitive craft beer market, driving sustained growth and market share.


HEAD OF DIGITAL MARKETING

 SEP 2016 - OCT 2018

Craft Brewery Black Lion, Georgia (part-time)

- Drive digital marketing strategies that elevate brands, engage audiences, and fuel growth.
- Played a key role in Heineken's acquisition by creating campaigns that powered significant brand growth.
- Increased sales by 130% and slashed lead costs with data-driven digital campaigns.
- Built a thriving YouTube channel and boosted social media presence, making Black Lion a standout name in the craft beer industry.

CEO & FOUNDER

 FEB 2014 - DEC 2018

Tbilisi Information Stand, Georgia (part-time)

- Develop marketing campaigns, branding strategies, and e-commerce applications that deliver impactful results.
- Created an alternative advertising channel for low-budget advertisers, adopted by 500 companies in Georgia.
- Secured exclusive advertising rights for 2,500 buildings in Tbilisi, generating 225,000 daily views and transforming local advertising.

PRODUCER / MARKETING AND SALES & CO-FOUNDER NOV 2015 - JAN 2017

BO Production, Georgia (part-time)

- ▶ Create vibrant, engaging experiences that captivate audiences and transform spaces into destinations.
- ▶ Designed and managed the Christmas Fair City, turning East Point Shopping Mall into a festive entertainment hub.
- ▶ Led creative direction, logistics, and stakeholder coordination to ensure seamless operations and an unforgettable experience.

MANAGING PARTNER & CO-FOUNDER FEB 2015 - NOV 2016

TAKE TWO PRODUCTION, Georgia (part-time)

- ▶ ROLE: Worked in fundraising for commercial movie production projects, focusing on brand collaborations and financing.
- ▶ Secured funds and managed partnerships for the production of "Racha Chemi Sikvaruli" remake and "Indigo Kids" TV Series.

PRODUCER / FINANCING MAY 2014 - MAY 2015

Windfor's Communication, Georgia (part-time)

- ▶ Manage and execute commercial shooting projects with a focus on impactful pre-set production.
- ▶ Delivered high-profile projects for brands like Geocell, Archi Tower, Wissol, and Caucasus Online.
- ▶ Managed a combined project budget of 500,000 EUR, ensuring quality and timely delivery.

CTO / MARKETING AND SALES & FOUNDER SEP 2014 - MAR 2016

2Be Production, Georgia (part-time)


- ▶ Create stunning 3D mapping and visualizations that transform public displays into engaging, educational experiences.
- ▶ Produced a groundbreaking 3D show in Batumi, showcasing the 7 Wonders of the World with innovative storytelling.
- ▶ Pioneered new techniques in visual storytelling, elevating production quality and capturing public imagination.

FRONT-END DEVELOPER / GRAPHIC DESIGNER 2013 - 2018

Freelance, Worldwide (part-time)

- ▶ Deliver freelance web design and front-end development solutions tailored to client needs.
- ▶ Created responsive web designs and high-quality graphic assets that exceeded client expectations.


SALES EXECUTIVE / BUSINESS OFFICER.

 MAR 2014 - DEC 2014

Mentesh Production, Georgia (part-time)

- Engage with sponsors and craft commercial product placements that add value to film projects.
- Secured a project budget of 200,000 EUR through strategic sponsorship meetings and script integration.


DIRECTOR / GRAPHIC DESIGNER & FOUNDER

 SEP 2010 - AUG 2014

LLC "Smart Network", Georgia (part-time)

- Lead the creation of impactful marketing materials that drive brand success.
- Directed the production of marketing collateral for 600+ companies, ensuring quality and impact.
- Built a high-performing design team to deliver custom promotional materials using top industry tools.


HEAD OF PR AND MARKETING

 MAY 2013 - AUG 2016

LLC "HUNTER+", Georgia (part-time)

- Drive market research and manage international relationships to enhance product visibility and business growth.
- Negotiated strategic deals with enterprises from China, Poland, and Turkey, boosting company visibility in Georgia.
- Managed monthly and annual financial reports as a Financial Reporting Manager, ensuring accuracy and compliance.


DIRECTOR & FOUNDER

 MAY 2008 - SEP 2010

FAP - Full AD Partnership, Consulting, Georgia (full-time)

- Lead technical projects, set strategic IT direction, and deliver custom tech solutions that drive growth.
- Built robust, scalable infrastructure that powered company growth and ensured seamless project delivery.

FULL STACK DEVELOPER

 FEB 2009 - MAY 2011

Digital Solutions Group, Georgia (part-time)

- Develop front-end and back-end solutions that enhance client websites and deliver functionality that works.
- Delivered web development projects that met client needs and elevated site performance.


JR. WEB DEVELOPER

 NOV 2007 - MAR 2008

GlobalWeb, Georgia (full-time)

- Hands-on development with front-end and back-end technologies to create functional, optimized websites.
- Troubleshoot and optimized websites to improve performance and user experience.


MARKETING / DESIGNER / WEB DEVELOPER - Novacom, Georgia (full-time)

 JUN 2007 - JUL 2008

GRAPHIC DESIGNER / 3D MAPPING - WAPMERR-GEORGIA, Georgia (part-time)

 SEP 2006 - MAY 2007

INSURANCE AGENT - GPI HOLDING, Georgia (full-time)

 MAR 2005 - FEB 2006

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

2008 - 2010 (Not Graduated yet)

Tbilisi State University, Tbilisi, Georgia

- Specializing in programming languages, software engineering, and digital transformation.



(BA) BACHELOR'S DEGREE IN INTERNATIONAL ECONOMIC RELATIONS CERTIFICATED/DIPLOMA

2004 - 2008

Tbilisi State University, Tbilisi, Georgia

- Faculty of Economic and Business
Courses: Marketing, Economic Informatics, World Economic, International Statistics, International Management, International Trade Operations, WTO and Georgia, Economic Diplomacy, World Market Globalization, Entrepreneurship (Firm) Economic, International Organization, Business Organization



PHYSIC/MATHEMATIC DIPLOMA

2000 - 2004

**I. Vekua Physic-Mathematical High School,
Tbilisi, Georgia**



CERTIFICATION

- NOV 2022 - UDEMY - Next JS & Typescript with Shopify Integration;
- SEP 2022 - Adobe XD Essential Training: Design. Skills: User Experience Design (UED)|UI Design|Adobe XD;
- SEP 2022 - Affinity Designer for UX Design. Skills: User Experience Design (UED) | UI Design | Affinity Designer;
- SEP 2022 - Crafting Meaningful HTML. Skills: Semantic HTML
- AUG 2022 - Building a GraphQL Project with React.js. Skills: Node.js | React.js | Vite | GitHub | Tailwindcss | GraphQL;
- AUG 2022 - HTML Essential Training + Metadata in the Head + Structured Semantic Data. Use meta tags, and leverage tools like the Structured Data Markup Helper and Structured Data Testing Tool—both from Google—to add microdata and JSON-LD code to your pages.
- AUG 2022 - Learning GraphQL;
- AUG 2022 - React: Building Styles with CSS Modules;
- JUL 2012 - Marketing Certificated - ODIMM. Ministry of Economy of Moldova;
- JUN 2012 - Labor Legislation Certificated - ODIMM. Ministry of Economy of Moldova;
- MAY 2012 - Planning and Realization of Business Ideas Certificated - ODIMM. Ministry of Economy of Moldova;
- MAY 2012 - Business Planning Certificated - ODIMM. Ministry of Economy of Moldova;
- AUG 2022 - Technique of Effective Sales Certificated - ODIMM. Ministry of Economy of Moldova;
- FEB-MAR 2007 - Bank Products and Services;
- JAN-FEB 2006 - Insurance System and Insurance Products. GPIH Holding;
- JUL-AUG 2005 - Designer Course (Photoshop CS, 3Ds Max). Tbilisi;
- 2002-2003 - passed one year program course in 'Mziuri' - Languages: Basic, Pascal, Visual Pascal - Certificated. Tbilisi;
- 2000-2003 - Two times was a winner of the school, regional and city Olympic competitions as in mathematics as in physics. Tbilisi.

WHAT DEFINES ME

- ▶ **Entrepreneurial Leadership:** Founded and scaled multiple businesses in tech, marketing, and creative services, turning vision into results.
- ▶ **Innovative Problem-Solving:** Thrive on out-of-the-box thinking, creating tech solutions that solve real-world challenges.
- ▶ **Architectural Vision:** Delivered technical direction and IT strategies that empowered startups and established companies alike.
- ▶ **Community Builder:** Regular speaker at workshops, conferences, and webinars on digital transformation and entrepreneurship.
- ▶ **Team Leadership:** Successfully led diverse teams, including developers, designers, marketers, and operations specialists.
- ▶ **Industry Connector:** Cultivated an extensive network across tech, creative, and marketing sectors, driving impactful collaborations.
- ▶ **Web & Marketing Expertise:** Deep knowledge in web development, digital marketing, and integrating e-commerce solutions across industries.
- ▶ **Creative Meets Technical:** Combine creativity with technical innovation to craft impactful digital experiences.
- ▶ **Stakeholder Management:** Skilled at managing cross-functional teams and building strong relationships with stakeholders.
- ▶ **Entrepreneurial Vision:** Spot opportunities in emerging technologies and turn them into actionable business strategies.
- ▶ **Problem Solver:** Simplify complex challenges and deliver solutions that work on a world-class scale.
- ▶ **Team Builder:** Foster collaboration and empower teams to excel in fast-paced, dynamic environments.
- ▶ **Innovation Driver:** Motivate teams and execute strategic objectives with precision and creativity.

LANGUAGES



- ▶ ENGLISH - Fluently
- ▶ RUSSIAN - Fluently
- ▶ GEORGIAN - Native
- ▶ ROMANIAN - Conversational
- ▶ UKRAINIAN - Basic
- ▶ DUTCH - Basic (Learning)

IMPRESSED BY

- ▶ Michio Kaku
- ▶ Dan Brown
- ▶ Elon Musk
- ▶ Stephen Hawking
- ▶ King David IV The Builder
- ▶ Bill Gates
- ▶ Chip Kidd

HOW I RELAX

- ▶ Enjoying outdoor activities with family;
- ▶ Practicing photography and video production;
- ▶ Coding innovative projects and exploring Generative AI;
- ▶ Traveling to explore new cultures and cuisines;
- ▶ Playing chess and other strategic games.


 www.beso-k.nl


 github.com/Besoll


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