

ANNA SHAVERDASHVILI



**Executive producer
with 13+ years
of experience**

Story: Anna transitioned from a 9-year career in PR & marketing to leading a video and film production company

Currently looking for:
Producer or marketing executive position in media, entertainment, communications

Location:
Tunbridge Wells,
Southeast England

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RECENT CAREER HIGHLIGHTS

- Built and led a film / video production company from the ground up. Collaborated with numerous high-profile clients to create video content. For the full scale of projects, please see the showreel at shagral.com
- Produced a corporate documentary about three female business leaders and the struggles they face in balancing work and family life
- Produced a documentary celebrating Russia's biggest restaurant award's 10th anniversary, featuring insights from its creator on overcoming early challenges. The film was screened live in front of a thousand VIP guests
- Promoted the sci-fi short film "Price is Right" at film festivals worldwide, where it was nominated at the Montreal Independent Film Festival and won first place at the Paris Short Film Festival

SKILLS

- Adept at planning, budgeting and scheduling complex projects
- Experienced in managing project teams, workflow and docflow optimisation and supervision
- Market research, services procurement, competitive tendering & compliance
- Solid experience of using Microsoft Office suite as well as various project management software

QUALITIES

- Strong ability to work under pressure in fast-paced, multitasking environments with tight deadlines
- Highly organized and systematic with a focus on personal effectiveness and attention to detail
- Excellent communication skills, both verbal and written
- Proven leadership track-record of building project teams and leading them to success

EDUCATION

- University degree in History (2010), secondary degree in Digital Media (2015)
- Film production certificate from London Film Academy (2024)
- Continuous self-education via online courses

CAREER JOURNEY

EXECUTIVE PRODUCER
at SHAGRAL film
and video production

2019-2024

- Overseeing the entire production process from concept to final delivery, ensuring the project stays on time and within budget
- Creating and managing the production budget and controlling costs throughout the project
- Assembling and managing the production crew, hiring and managing talent and coordinating their involvement in the production
- Planning and maintaining the production schedule, coordinating shoot dates, location bookings, addressing any logistical, creative, or technical issues that arise
- Acting as the main point of contact between the client and the production team, ensuring client needs and expectations are met

MARKETING EXECUTIVE
at iMARS Group
Communications

2018-2019

- Client acquisition, negotiations, networking and relationship management in the energy sector
- Building and managing the energy practice team from scratch, leading the practice to success and growth
- Market research, developing proposals, communication strategies, concepts. Tender participation and compliance
- Oversight and management of all energy projects, both domestic and international
- Reputation management, crisis management, and digital campaign management

PROJECT MANAGER
at IMC PR-Consulting

2011-2018

- End-to-end project management, from concept to delivery: planning, budgeting, contracting
- Coordination with media outlets, media planning, building a network with journalists and experts, press event management
- Press-releases, initiating publications, social media management and content creation
- Initiating and leading events such as lectures, exhibitions, and round tables
- Conducting research, surveys, and interviews