



# Sophia Babut-sidze

Student at IFA Paris

Paris, France

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## Languages

Russian (Work Proficiency)

Georgian (Native)

English (Native)

French (Work Proficiency)

## About

I am a fashion marketing student who is passionate about fashion, public relations, and advertising. Currently, I am gaining valuable experience as a communications intern at Factory Tbilisi, which gives me an opportunity to be involved in various fashion events including Mercedes Benz Fashion Week Tbilisi, the BeNext contest, and the GFF. I am open to exploring new opportunities that will allow me to further develop my skills and pursue my passion for fashion marketing and advertising.

### BRANDS WORKED WITH

IRAO - Vienna Insurance Group

Mercedes-Benz Fashion Week Tbilisi

## Experience



### ● Communications and PR intern

Mercedes-Benz Fashion Week Tbilisi | Feb 2023 - Now

Communicating and building relationships with current or prospective clients, and the media.  
Creating communication media: presentation, posters.  
Creating and distributing press releases.  
Scheduling, coordinating, and attending various events.  
Management of digital communication channels such as emails.  
Management of public relations: international design contests (BeNext and the GFF), invitations, and information.



### ● Marketing Intern

IRAO - Vienna Insurance Group | Jul 2021 - Oct 2021

Supported marketing team in daily administrative tasks.  
Assisted in marketing and advertising promotional activities.  
Helped organizing marketing events.

## Education & Training

### 2022 - 2022 ● University of Siegen

Bachelor's degree,

### 2021 - 2024 ● IFA Paris

Bachelor's degree,

### 2020 - 2022 ● Ilia State University

Bachelor's degree,

### 2016 - 2020 ● Quality Schools International Tbilisi

High School Diploma,