



ALEXANDER VARAVIN

Senior Social Media Manager

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Summary

Social media since 2018, running teams since 2022. Built an SMM department of 7, then a pipeline putting out 110+ videos a month in three languages across fintech, apps and EdTech. Strongest at short-form video and organic growth on near-zero budget: 48.8M views and 80,000 installs a month on one app, 8K to 58K followers and 12.5× revenue on another.

Experience

BA Synergy (fintech group, 3 in-house B2C brands)

Cyprus (Remote)

Social Media Lead, Content Production

May 2025 - July 2026

- Produced content for 3 in-house fintech and B2C brands. Names and data under NDA.
- Shipped 110+ videos a month across seven channels in three languages, 90+ short-form plus up to 21 long-form YouTube pieces.
- Replaced 3–5-day studio shoots with an AI avatar presenter, cutting per-video production time ~90%
- Ran production end to end (scripts, shooting, editing, publishing) with five contract editors and designers.
- Produced a 15-lesson course and product training materials with the company's financial analyst.

Joyful Apps GmbH (mobile app studio, 80K installs/month)

Switzerland (Remote)

Social Media Strategist / Content Manager

August 2024 - February 2025

- Took over social for a long-distance couples app and made TikTok the main way people found it, on almost no ad spend.
- 48.8M views in six months, 4.5M likes, 584K saves. Installs reached 80,000 a month and MRR passed \$75,000.
- Ran 8 accounts at once, each for a different audience segment, in English, French and Spanish.
- Posted 6-8 videos a day and built the funnel around saves rather than hard selling. Saves predicted installs.

Attention (digital marketing agency)

Tbilisi, Georgia

Social Media Lead

June 2023 - August 2024

- Ran the social media department: 7 people across content, design, video and paid, ten client projects at once in real estate, beauty, travel, hospitality and events.
- Beat the local market on every unit metric: \$2.78 CPM against \$3.50–5, \$2.74 median cost per lead, 5.3M reach, frequency held at 1.60 across fifteen months.
- Put every project on one weekly table: CPM, CTR, CPA and frequency, plan against actual. A slipping project was obvious in week one.
- Built creative per language for Georgian, Russian and English, not translations.

Freelance

Tbilisi, Georgia (Remote)

Social Media Manager

October 2020 - August 2024

- 15+ projects across IT, EdTech, real estate, mobile apps, hospitality, wellness and e-commerce. Several clients stayed three years.
- Grew one account by 94K followers in 10 months. Two reels went to 4.2M and 3.7M views.
- Took a wellness brand 8K to 58K followers in 10 months on zero ad spend; Instagram revenue 12.5×.

SealInside (real estate agency)	Tbilisi, Georgia
Social Media Manager	October 2022 - May 2023
• Replaced contextual ads charging \$450–500 per qualified lead with paid social at \$22, after a market-wide auction spike priced the agency's pipeline out. • Let raw cost per lead rise \$7.20 to \$9.90 on purpose; qualification went 20% to 45%, cost per qualified lead down 39%. • Weekly reach ×19, 2,900 to 54,000. Organic enquiries up 23%, and a Telegram showcase built from nothing to 2,400 subscribers.	
TextON24 (digital marketing agency)	Moscow, Russia
Marketing Assistant	September 2018 - October 2020
• First marketing job. Ran SMM projects and the ad accounts, tracking CPC, CTR, ER and ERR. Key metrics up about 15-20%.	

Skills

Social Media Management

social media management, social media marketing, social media strategy, content strategy, content calendar, editorial calendar, campaign management, social media audit, competitive analysis, brand voice, brand awareness, community management, social listening, influencer marketing, Instagram, Facebook, LinkedIn, X (Twitter), YouTube, TikTok, Telegram

Creative Content Creation

content creation, content marketing, copywriting, short-form video, TikTok, Instagram Reels, YouTube Shorts, scripting, hooks, trend research, storytelling, UGC, email marketing

Video & Production

video editing, Adobe Creative Suite, Adobe Premiere Pro, After Effects, DaVinci Resolve, CapCut, motion graphics, shooting, photo

Graphic Design

graphic design, Figma, Adobe Illustrator, Photoshop, Canva, carousels, thumbnails, ad creatives, landing pages

Paid Social

Meta Ads Manager, TikTok Ads, paid social, audience targeting, CPL and CPC optimisation, A/B testing, ROAS, ROMI

AI & Automation

AI content production, AI-generated presenters, prompt engineering, AI video tools, workflow automation, AI avatars, AI voiceover

Analytics & Reporting

Google Analytics 4, Meta Business Suite, TikTok Analytics, KPI, ROI, ER, ERR, CTR, funnel analysis, data visualisation, stakeholder reporting

Leadership

team management (7+), hiring, onboarding, training, process design, contractor and agency management, cross-functional collaboration

Tools

Notion, Asana, Slack, Google Workspace, Hootsuite, Buffer, Later, Sprout Social

Languages

English	Russian
Fluent	Native

Education

Peter the Great St. Petersburg Polytechnic University (SPbPU)	BA
Advertising & PR	Saint Petersburg • 2018-2021