

ELENE PALAVANDISHVILI

Economics student with a background in Business Administration and hands-on experience building a fashion-focused digital platform. Skilled in fashion trend research, content strategy, and audience analysis, with a strong interest in luxury brand development and digital marketing.

CONTACT

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TikTok: @fashionisstae

SKILLS

- Microsoft Excel
- Canva
- Content Strategy
- Fashion Trend Research
- Consumer Behavior Analysis
- Social Media Strategy

LANGUAGE

- Georgian — Native
- English — C1 (Advanced)
- Russian — A2 (Elementary)

INTERESTS

Luxury Fashion
Fashion Marketing
Brand Strategy
Creative Direction
Fashion Business
Consumer Psychology
Digital Storytelling

FASHION & DIGITAL EXPERIENCE

INDEPENDENT DIGITAL FASHION PROJECT

Founder | Fashion Content Strategist | @fashionisstae

2024 – Present

- Built and currently manage a fashion-focused digital platform with 16,400+ followers and 1.9M likes, creating content on luxury fashion, trends, and brand storytelling.
- Conduct research on luxury brands, designers, runway collections, and consumer behavior to create relevant and engaging content.
- Analyze audience insights and content performance to improve reach, engagement, and content strategy.
- Stay up to date with global fashion trends, luxury campaigns, and industry developments.
- Strengthened expertise in digital branding, fashion communication, and social media strategy.

EDUCATION

Caucasus University

2023-2025

Business Administration (English-Taught Programme)

Transferred to Economics after completing 2.5 years in Business Administration.

Developed a foundation in:

- Principles of Marketing
- Principles of Management
- Financial Accounting
- Business Statistics
- Microeconomics & Macroeconomics

Caucasus University

2025-2027

Bachelor's Degree in Economics (English-Taught Programme)

Relevant coursework:

- Consumer Behavior
- Economic Psychology
- Statistics
- Data Analysis & Economic Modeling
- Information Systems
- Industrial Organization