

Summary

Creative marketing professional who thrives in collaborative environments. Experienced in developing multi-channel marketing strategies and utilizing social media to boost brand engagement. Comfortable with taking responsibility in ambiguous situations and effective at ensuring transparent communications to deliver efficient results.

Education

Rochester Institute of Technology, Rochester, NY
Master of Business Administration (MBA): Marketing

Expected Graduation Date 05/2021

GPA 3.79

Komitas State Conservatory, Yerevan, Armenia
Masters and Bachelor of Arts

Graduation Date 06/2011

Relevant Coursework

Marketing Concepts & Commercialization: analysis of diverse marketing cases focused on various industries, requiring usage of Segmenting, Targeting and Positioning techniques and strategic thinking.

Professional Experience

ServiceTitan, Glendale, CA, U.S.

05/2020-08/2020 Marketing Intern at Demand Generation Department

- Successfully grew engagement and number of followers of social media pages through developing industry-specific video content: Facebook, Instagram, Twitter
- Efficiently managed monthly budget, increasing engagement rate and pageviews while lowering the costs
- Enhanced customer interaction with the brand in B2B environment through social media by developing customer appreciation content
- Implemented new process and practices to increase performance efficiency and interdepartmental collaboration

Adjarabet (Paddy Power), Yerevan, Armenia

07/2017-08/2019 Social Media Manager

- Built the leading status of the company's Social Media pages by daily developing creative content for promoted products (Sports, Casino, P2P games);
- Ensured the advertising budget to be aligned with the monthly KPIs by developing effective advertising campaigns on Facebook Ads Manager
- Established operative communication flow between Social Media and Marketing departments in order to timely resemble rapidly changing product promotions on social media pages
- Negotiated with influencers to develop unique campaigns resembling the company's marketing objectives and supporting overall content of the influencers' channels
- Successfully managed daily tasks for a small team of designer and junior associate, ensuring quality and efficient delivery of time-sensitive content

Fouraitch, Yerevan, Armenia

05/2018-08/2018 Marketing Manager

- Developed marketing strategy for EdTech startup project for the upcoming year based on the objective of stakeholders and analysis of current market niches
- Developed the budgeting strategy for Social Media ads to ensure efficient spending a line with the marketing strategy of the company

Volunteering Activities

Armenian Red Cross Society *09/2010-08/2014 Volunteer/Project leader;* Yerevan, Armenia

Fulbright Scholars Association at RIT *05/2020- present Board-member/Treasurer,* Rochester, NY

Skills

Language skills: Armenian; English (fluent); Russian (fluent), German (Intermediate)

Computer skills: Asana, Slack, Facebook Ads, Photoshop, WordPress, Openshot, Microsoft Office, G Suite

Awards

Fulbright Foreign Student Program

08/2019-05/2021