



Aram Gevorgyan

Digital Marketing Specialist

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 [Click here for my portfolio](#)

I have strong marketing skills and a four-year track record in the fields of fashion, telecoms, and health products. My abilities include managing work effectively and consistently delivering within tight deadlines.

RELEVANT SKILLS

Google Ads

Facebook Ads Manager

LinkedIn Ads

Push-Notifications Marketing

Coordinate / Curate Content Calendar

Google Analytics

Canva

Keyword Research

Google Forms

SEO Off-Page Optimization

Analyze Metrics

Outbound Marketing

WORK EXPERIENCE



Social Media and PR Specialist

IAB Academy: training and consulting in accounting, finance and business development.

Since August 2023

- Generating content for high-quality training courses
- Overseeing marketing efforts across social media platforms
- Devising strategies to enhance the nationwide visibility of the IAB brand
- Handling PR-related tasks
- Customize visual ideas to captivate the audience



Social Media Specialist

AID Token: a revolutionary decentralized finance (DeFi) solution built on the Binance Smart Chain (BSC).

May 2023 to August 2023

- Crafting content for various social networks
- Engaging with B2B collaboration prospects among customers
- Strategically targeting specific countries to attract potential customers for AID token exchange



Digital Marketing Specialist

Qara mobile app: a VoIP app for iOS that provides effective communication starting small to mid-sized businesses worldwide.

February 2022 to January 2023

- Build a brand identity
- Generate ideas for the development of website landing pages
- Oversee marketing campaigns across social media platforms

LICENSES & CERTIFICATIONS

-  Inbound Marketing
-  Facebook Business Manager
-  Become a Digital Marketing Specialist
-  Advanced Search Engine Optimization
-  The Fundamentals of Digital Marketing

LANGUAGES

Armenian (native)

English (advanced)

Russian (basic)



SEO Intern

Triune Digital Agency: a full-service digital marketing agency offering the best results in scalable marketing services such as SEO, PPC, SMM, and web development.

February 2022 to May 2022

I gained experience in:

- Fundamental principles of SEO
- Developing skills in On-Page and Off-Page Optimization



Digital Marketing Specialist

Optimize Practice Services: a different kind of dental support.

June 2022 to December 2022

- Generated content for social media platforms, delivering educational posts to engage the audience
- Collaborated with the designer on visual concepts tailored for B2B clients



Jack Bayramyan D.D.S: the Co-Founder of Optimize Practice Services, his job is to train and empower other clinicians to transform into business leaders.

Personal Branding

June 2022 to December 2022

- Promote his book "Extraction: The Unexpected New Strategy for Structuring, Expanding, and Marketing Your Business"
- Enhanced his online presence across social media platforms, amassing a substantial following and network
- Elevated his brand identity by creating content and maintaining an active presence on platforms frequented by professionals in the business community



Digital Marketing Specialist

ClearTalks Telecommunication Company: a crystal-clear phone service provider.

June 2022 to December 2022

- Delivered educational and engaging content to Instagram, Facebook, and LinkedIn followers
- Performed in-depth competitor reviews to check competitor activities
- Monitored and engaged with users to maintain the company's online brand presence.



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Digital Marketing Specialist

Makhmur: handmade bags of Armenian production.

June 2022 to December 2022

- Helped to navigate their transition and revamped their audience in the process to target
- Enhanced brand recognition within Armenia
- Promoted the launch of new handmade bags through Instagram and the company's website



SMM Specialist

ALEX Retail Stores: one of the finest clothing shops in Armenia.

July 2021 to June 2022

- Increased brand awareness on Instagram and Facebook
- Coordinated content efforts in collaboration with both the designer and content writer
- Developed new promotional strategies suited to specific customer groups
- Shifted customer perceptions of the brand's outlook.



Digital Marketing Specialist

W1S Agency (Defunct): a custom website design and digital marketing agency.

February 2020 to November 2021

- Engaged in collaborative efforts with teams and cross-functional managers to assess the efficacy of digital marketing campaigns
- Assisted in the creation and improvement of web pages, as well as the creation of extra material for digital assets



Affiliate Marketing Specialist

ACN LLC (Defunct): a company specializing in providing media ads for internet sources.

June 2018 to December 2020

- Market products, services, and CPA offers from a variety of Affiliate networks and direct advertisers
- Push-up notifications were used to promote the company's proprietary advertising platform called "megapu.sh"