

AREG VARDANYAN

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An entrepreneur, trainer, Google and Hubspot certified marketing specialist with an MBA from the American University of Armenia. Team leader with excellent communication skills, eager to learn and share his knowledge.

EXPERIENCE

May. 2018 - pres.	ForgeFiction	Yerevan
	Co-Founder, CMO <ul style="list-style-type: none">Developed go-to-market strategyWorked on business model and KPIsParticipated in various startup meetupsPresented ForgeFiction to investors and potential advisors	
Jan. 2018 – pres.	American University of Armenia	Yerevan
	Adjunct Lecturer <ul style="list-style-type: none">Created and taught a full course of Internet Marketing to 4th year Bachelor students	
Oct. 2018 – pres.	Business Development Group	Yerevan
	Trainer of Growth Hacking and Digital Marketing	
2016 – 2018	AYYO Marketing	Yerevan
	Co-founder, COO <ul style="list-style-type: none">Developed client oriented digital marketing strategiesManaged Targeting, Online advertising and email marketing campaignsDeveloped traffic acquisition strategiesCoordinated brand development activities with sales & service teamInterviewed, hired and trained the teamLed employees to encourage maximum performance and dedication	
Jul. 2016 – 2018	Cyber Gaming Association NGO	Yerevan
	Founder, President <ul style="list-style-type: none">Organized Cybersports tournamentsGenerated funding for gaming related eventsManaged marketing campaigns	
Jan - Aug.2016	iNexus / Music Promo Today	Yerevan
	Digital Marketing Specialist <ul style="list-style-type: none">Controlled Social Media Marketing campaignsManaged content marketing strategy	
Sept. - Dec.2015	McCann Armenia	Yerevan
	Media Planner <ul style="list-style-type: none">Undertook research and analyzed data using special industry resourcesEnsured statistics, circulation and viewing figures are up to datePlanned the best times and places to show TV ads, kept control over budget and media indicatorsMonitored and prepared reports for clients on the effectiveness of campaigns	
Feb. - Sept.2015	IP Marketing	Yerevan
	IT projects coordinator <ul style="list-style-type: none">Managed company websitesConsulted company staff with various technical issues related to web based projectsCreated detailed technical specifications for future projectsPartnered with other departments to execute projects according to deadlines	
June – Dec 2014	Doping Creative Advertising	Yerevan
	Copywriter	

EDUCATION

2013 - 2015	AMERICAN UNIVERSITY OF ARMENIA Master of Business Administration	Yerevan, Armenia
2009 - 2013	FRENCH UNIVERSITY IN ARMENIA FOUNDATION Management	Yerevan, Armenia

COURSES & CERTIFICATES

2016	Google Adwords and Google Analytics
2015	HubSpot Academy Inbound Marketing
2015	Marketing in a Digital World – University of Illinois at Urbana-Champaign
2015	Web Programming – Microsoft Innovation Center

PUBLICATIONS

2018	The 5 Unique Traits Of E-Commerce Marketing
2017	3 Steps for a Successful Blog Post
2017	AI vs. Human SEO: How to Keep the Balance?
2017	How Instagram's PC Update Affects Your SMM

AWARDS

2019	WCIT 2019 Lightning Rounds winner
2019	2nd place of the Booster Track at Sevan Startup Summit
2014	Central Bank of Armenia's Intellectual Game participant and special award winner

VOLUNTEERING

2012	Legambiente Organisation of voluntary work	Florence, Italy
2011	Cocat Excavations of Saint Iscle's castle	Vidreres, Spain

TECHNICAL SKILLS

Languages	HTML, CSS (Bootstrap), JavaScript (jQuery)
Software	Adobe Photoshop, Adobe Premiere, Corel Draw, Adobe Flash, Microsoft Office (Word, Excel, PowerPoint, Access), Sphinx, SPSS

OTHER

Languages	Fluent: English, French, Russian and Armenian, conversant: German
Hobbies	American Literature, E-sports, Playing Bass guitar, Basketball, Chess, Fine Arts, Intellectual Games