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EDUCATION:

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| 2018 | Digital Marketing Certified Associate
OMCP: Online Marketing Certified Professional Registered Education Provider |
| 2007 | MBA: American University of Armenia
School of Business and Management,
Concentration: <i>Marketing and Management</i> |
| 2002 | The Degree of Doctor of Economics (PhD): Yerevan State Institute of Economy
The theme of dissertation: "Improvement of efficiency of enterprises' activity
by using Marketing Information System" |

OTHER TRAININGS

- Participation at various workshops organized by Orange France Telecom Group in Paris and Warsaw within 2011-2014.
Workshops topics: Global Telecom perspectives and market challenges, Convergence, IP-TV, various innovative products
- EDX trainings: Marketing Analytics: Price and Promotion Analytics, Marketing Measurement Strategy, Competitive Analysis and Market Segmentation
- SMM (Social Media Marketing) Forum, Yerevan 2016, Certificate of completion
- Google: Online Marketing Fundamentals, Certificate of completion, 2017
- Google: Google Adworks Basics, Certification of completion, Jun 2017
- Google: Google Analytics Advanced, Certification of completion, Oct 2018
- HubSpot Academy: Social Media Certified, Certificate of completion, 2018
- HubSpot Academy: Inbound Marketing Certified, Certificate of completion, 2018
- HubSpot Academy: Content Marketing Certified, Certificate of completion, 2018
- HubSpot Academy: Sales Enablement Certified, Certificate of completion, 2018
- Udemy: Advanced SEO From Scratch, Complete SEO Training Course, 2019
- eMarketing Institute: Search Engine Optimization, Certificate of completion, 2019

EMPLOYMENT HISTORY:

2018 - present	DCG Lab CIS Countries Market Manager. Responsibilities: promotion of innovative and applicable marketing approaches across CIS Countries.
2019 - present	Armenian Marketing Association Trainer of Marketing
2018 - present	Business Development Group (BDG) Trainer of Marketing
2016 – 2018	UCom LLC Business Market Leader (Project manager of UEFA Euro 2016, V-Office, UCloud etc.) Responsibilities: <ul style="list-style-type: none">- market analysis, budgeting, sales coordination and training- product management- negotiations with vendors- KPI controlling and improvement measures proposal
2017 - present	Banking Management School (BMS) Trainer of Marketing
2013-2016	Orange Armenia Business Market Leader Responsibilities: <ul style="list-style-type: none">- market analysis (Local and International), sales coordination- commercial KPIs achieving- roadmap development, budgeting- convergent offers (e.g. Virtual PBX – 1st in Armenia)
2013-2015	Orange Armenia Project Manager for Convergent & Business Solutions
2011-2013	Orange Armenia Multimedia Team Leader (Project manager of UEFA Euro 2012)
2010 - present	Russian-Armenian (Slavonic) University (RAU) Faculty of Economics and Finance – Senior Lecturer, “Marketing Management”, “International Marketing”, “Marketing Research” programs for master’s degree
2010-2011	Swiss Business School (SBS) Lecture of course “Customer Behavior” for MBA students
2010-2011	Manfol LLC, Russian Federation Marketing Director
2009-2010	Armenia Telephone Company (Beeline) Head of Business Segment Marketing division
2006-2008	Armenia Telephone Company (Beeline) Manager at Planning, Marketing and Pricing division

MEMBERSHIP

“Member of the International Institute of Marketing Professionals, IIMP”, Canada www.theiimp.org

SPECIAL KNOWLEDGE

Languages: Armenian, Russian, English, French
Software: MS Office, Lotus Notes, SPSS etc.
Interests: music, traveling, reading, martial arts