



Tigran Mkrtchyan

Տարիքը 26 տար.

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## ՌԵԶՅՈՒՄԵ

Ընտանեկան կարգավիճակ Ամուրի

Կրթությունը Բարձրագույն

Ուսումնական հաստատություն Հայաստանի Ամերիկյան Համալսարան

Լեզուներ

Հայերեն (100%)

Ռուսերեն (100%)

Անգլերեն (100%)

Նախընտրած պաշտոն Գովազդային մենեջեր, SMM-մասնագետ,  
ՄՄՄ/Կոմունիկացիոն մասնագետ

Աշխատանքային գրաֆիկ Հեռավար

Ակնկալվող աշխատավարձ 150.000 դրամ և բարձր

Նախընտրած աշխատանք SMM, Targeting specialist, Sales

ԱՎԵԼ ացնել Պորտֆոլիո

<div><div>Tigran Mkrtchyan, Targeting specialist</div><div>Yerevan, Armenia, +37498107980, tigran.mkrtyan.2022@gmail.com</div></div>			
Date of birth		27.12.1999	
Summary			
Targeting Specialist with 4 years of proven experience creating and managing highly effective outdoor advertising campaigns. Skilled in audience segmentation, strategic planning, and cross-media optimization. Proven ability to deliver measurable results across television, radio, and premium services sectors, consistently achieving sustainable results and high ROI.			
Work Experience			
Mar 2024 - Feb 2024 Targeting Specialist, Affordable Furniture			
<ul style="list-style-type: none"><li>• Ran cost-effective social media ad campaigns to attract budget-conscious customers.</li><li>• Monitored key metrics to ensure high engagement and sales growth.</li></ul>			
Jan 2022 - Present Targeting specialist, ME Group Furniture			
<ul style="list-style-type: none"><li>• Designed and executed ad campaigns to increase online and in-store traffic.</li><li>• Used lookalike audiences and interest-based targeting to grow customer base.</li></ul>			
Apr 2022 - Feb 2024 Targeting specialist, Fast Modern Home Renovation Company			
<ul style="list-style-type: none"><li>• Created targeted campaigns to generate immediate leads.</li><li>• Implemented remarketing strategies to engage warm leads and boost conversions.</li></ul>			
Jan 2024 - Present Targeting specialist, Rexus Premium Club			
<ul style="list-style-type: none"><li>• Managed Meta Ads and other digital advertising campaigns for premium clients.</li><li>• Developed custom targeting strategies to reach high-value audiences.</li><li>• Monitored analytics to optimize ad performance and lower acquisition costs.</li></ul>			
Education			
Sep 2018 - Jan 2022 American University of Armenia (AUA)			
Skills			
<ul style="list-style-type: none"><li>• Meta Ads Manager &amp; Organic Ads</li><li>• Campaign Optimization &amp; A/B Testing</li><li>• Data Analysis &amp; Performance Reporting</li><li>• Audience Segmentation &amp; Retargeting</li><li>• Creative Briefing &amp; Ad Copywriting</li><li>• Conversion Rate Optimizations</li></ul>			
Languages			
Armenian	Native Speaker	Russian	Native Speaker
English	Fluent		



Tigran Mkrtchyan

MARKETING, REEL MAKING

PROFILE

Tigran, 2000. Completed with a degree in Business Administration at the American University of Armenia (AUA). Skilled in social media management, digital marketing, and data analysis. Proven ability to deliver measurable results across television, radio, and premium services sectors, consistently achieving sustainable results and high ROI.

SKILLS

- Social media management
- Customer management
- Paid advertising (Meta ads, Instagram ads)
- Industry trends
- Reel making (CapCut)

WORK EXPERIENCE

Social Media Marketing

- Managed daily social media content calendar, ensuring timely and relevant posts.
- Conducted customer interactions via direct messaging, phone communication, and in-person meetings.
- Researched trending topics relevant to target audiences and created engaging content accordingly.

EDUCATIONAL HISTORY

American University of Armenia (AUA)

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<div>Tigran Mkrtchyan</div> <div>+374 098 107980   tigran.mkrtyan.2022@gmail.com</div> <div>3 Languages: Armenian (Native), Russian (Fluent), English (B2)</div>
Professional Summary
Experienced Sales Manager with a strong background in the furniture and home renovation sectors. Known for closing high-value deals, delivering excellent customer service, and maintaining long-term client relationships. Skilled in remote communication, client support, and providing solutions based on customer needs. Currently working with Rexus Premium Club, offering premium service to high-level clients.
Work Experience
Sales Specialist – Rexus Premium Club
- Build and maintain relationships with premium customers.
- Present exclusive services and offers tailored to each client.
- Communicate directly with clients to ensure a smooth experience and satisfaction.
- Focus on high-quality service and long-term loyalty.
Sales Manager – Fast Modern House Renovation Company
- Closed renovation deals ranging from \$3,000 to \$10,000.
- Maintained communication through calls, messages, and in-person meetings.
- Focused on excellent customer care and consistent follow-ups.
Sales Manager – ME Group Furniture
- Engaged with clients both in-store and online.
- Helped customers choose the best furniture options based on their needs.
- Maintained professional and friendly relationships with regular customers.
- Focused on growing the customer base through referrals and great service.
Sales Manager – Ազգի Իմաստ (Affordable Furniture)
- Managed daily sales operations and assisted customers directly.
- Collected customer feedback to improve products and services.
- Provided personalized support to help clients find what they needed.
- Focused on fast service, clear communication, and client satisfaction.