

SAFIYA SAHAKYAN

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PROFESSIONAL EXPERIENCE

SKILL EVENT MARKETING COMPANY

2021 - Present

Project Manager

- Planning, executing & coordinating the event operation from start to finish
- Implementing event plans & concepts
- Handling logistics
- Supporting & directing team
- Managing branding & communication
- Handling post-event reports
- Managing speakers & partners
- Sourcing, screening & interviewing candidates

UNIVERSAL PROJECT LTD

2020 - 2021

Marketing Specialist

- Evaluating and optimizing marketing strategies
- Increasing brand awareness and market share
- Coordinate marketing strategies with the sales departments
- Overseeing branding, advertising, and promotional campaigns

ASHTARAK KAT

2018 - 2020

Marketing Specialist

- Evaluating and optimizing marketing strategies
- Increasing brand awareness and market share
- Ensuring that all processes and procedures are completed, quality standards are met
- Managing branding and communication
- Handling budgets, managing campaign costs

EDUCATION

PUBLIC ADMINISTRATION ACADEMY OF RA

Master's Degree at the Faculty of HR Management

YEREVAN STATE UNIVERSITY

Bachelor's Degree at the Faculty of Management

PROGRAMS

- MS Office
- G Suite
- Tilda
- Bitrix24
- Jira
- Wrike
- Trello
- Canva
- Video Mobile editing

CERTIFICATIONS

Microsoft Innovation Center Armenia

IT Project Management

KEVIN GASKELL

Inspired Leadership & Business Transformation

SSB ACADEMY

SMM Course

IKKA ACCOUNTING OFFICE

Accounting Courses

KEY COMPETENCIES

Strategic planning
Conflict resolution
Client relationships

Financial reporting
Negotiations
Flexibility

Team leadership
Communication
Operations management