

Syuzanna Gasparyan

Digital Marketing specialist/copywriter

Hi! My name is Syu and I am a seasoned Digital Marketing specialist/copywriter who has been working with various industries for 3 years now.

I'm here to help you achieve your marketing and sales goals by attracting and engaging audiences with an interest in your products and/or services, online reputation, and optimizing your social media content.

Contact

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Yerevan, Armenia

Experience

Junior Digital Marketing specialist at Arctx

2021 December–2022 July

- As a Junior Digital Marketing specialist I got involved in creating and running marketing campaigns,
- Managing and creating content for social media channels (Facebook, Instagram, Twitter, Pinterest, Tik Tok),
- Email marketing,
- Monitoring analytics, audience sentiment, social media trends, and so on.

SMM Manager at The US Armenians

2022 April–2022 June

- Creating and publishing content on all social media platforms, to grow an audience, build brand awareness, devising strategy, community management,
- Making a creative design (for photo and video).

Content writer at Global Media House

2020–2021

- Conducting research on industry-related topics in order to develop original content, developing content for product descriptions, social media platforms, assisting the marketing team in developing content for advertising campaigns.

SMM Manager at OST Armenia

2019–2020

- creating, editing, and updating various forms of digital content for social media platforms.

Education

2017–2021

Marketing at Armenian State University of Economics (ASUE)

2022– present

International Business at Shanghai University of Finance and Economics (SUFE)

Skills

Marketing skills	Software	Language
Digital Marketing	Photoshop	Armenian
Copywriting	Adobe Premiere Pro	English
Content managing		Russian
Marketing strategy		Chinese
Analytical skills		