



**Lara Atoyán**

**Digital marketer**

**CONTACT**

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**PROFESSIONAL SKILLS**

Social media strategy  
Marketing  
Project management  
Graphic design  
Photo/video editing  
Brand Development

**PERSONAL SKILLS**

Creative spirit  
Organized  
Time management  
Leadership  
Communication skills  
Fast learner  
Motivated

**Volunteer rience**

Held a volunteer position as a leader for National Scout Movement of Armenia.  
| 2008-now  
Worked with 100+ team members to produce creative, efficient solutions.  
**Founder** - **“BeBrand”** - Social entrepreneurship  
**“DeEduc.com”** - Charitable organization  
**Trainer & mentor** -  
“EduArmenia”/ “Children of Regions”  
/“YES” / “Bari Mama” - Public organizations

**LANGUAGES**

Armenian, Russian, English

**ABOUT ME**

Consider myself as a kind and generous person.  
Really enjoy working in a team and meeting new people.  
I am an experienced Digital manager seeking a part-time or freelance position in the field of social media and marketing communications



**EDUCATION**

Bachelor's of Sport Journalist | 2014 - 2018  
Master's degree  
Armenian State Institute of Physical Culture | 2018 - 2020



**TRAINING COURSES**

Leadership Training (BSP/GSP) |  
World Organization of the Scout Movement - WOSM

“Marketing and Communication” online course |  
The Swiss eLearning Institute

“Digital Strategy and Planning” online course |  
Digital Marketing Institute

“Marketing Fundamentals” by Hovhannes Martirosyan |  
Neurohub Business Academy

“Become a Marketer” by Flora Atoyán |  
Skill

“Public Relations” by Nona Melkonyan  
Yerevan State University

“The Strategy of Content Marketing” by Sonia Simone  
University of California, Davis



**EXPERIENCE**

Digital Marketing Director | 10/2022 - Present  
MEDU.am & Medmedia.am

Marketing Director | 04/2022 - 04/2023  
Etiquette Academy of Armenia

SMM Trainer | 10/2022 - Present  
Simple Business Academy

Digital Marketing Specialist | 01/2021- 06/2022  
Light LINE consulting

Senior Marketer | 02/2022- 06/2022  
Soviet club museum/restaurant

SMM Specialist | 08/2021 - Internship  
Business Development Group

Manager/SMM | 12/2019 - 06/2020  
La Familia Restaurant

Customer Service Specialist/SMM | 10/2018 - 12/2019  
Bisquit Dessert Bar

General Director | 10/2015 - 12/2021  
Mickey & Friends Event Planning Company

**Skills**

MS Office  
Adobe Photoshop CC / Illustrator /CorelDRAW

