



ROSE ABRAHAMYAN

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Personal Information

Date of Birth: 1991-05-22

Gender: Female

Nationality: Armenian

Current Location: Yerevan, Armenia

Years of Experience: More than 4 years

Languages

Armenian: Native

Russian: Bilingual Proficiency

English: Professional Working Proficiency

Chinese: Elementary Proficiency

Professional Skills

- Strategic Management
- Strategic Marketing
- Sales
- Communication skills
- Team Management
- Understanding of human behavior and its insights
- Modeling
- Planning
- Strategic thinking
- Coaching
- Mentoring
- Training skills
- Movie Maker
- Microsoft Office

MAIN Professional Experience

Time Period: 2018/01 – present

Company Name: FestivAr: Association of Armenian Festivals

Occupation: Executive Director

About the Company: FestivAr Association of Armenian Festivals is a cultural NGO with an aim to coordinate, promote and support the development of sustainable festivals in Armenia.

Responsibilities:

- Board governance
- Financial Performance and Viability
- Operational planning and management
- Program planning and leadership
- Community relations
- Risk Management
- Creating complete business plans for the attainment of goals and objectives
- Building an effective team of leaders by providing guidance and coaching

Time Period: 2017/02 – 2017/06

Company Name: Pacific Prime (Shanghai, China)

Occupation: International Sales Executive

About the Company: Pacific Prime is an international insurance advisor providing solutions for both individuals and companies. The company operates in the market starting from 1999 in Hong Kong and expanding through Shanghai, Beijing, Singapore, UAE & Thailand.



Responsibilities:

- Sales process/ Oversea Sales
- Market Research
- Consulting Clients

Projects I Followed



women'ssecret

Courses and Festivals

- Participant in NLP (neuro-linguistic programming) - certified courses;
- International Film Festival – International guests' coordinator;
- Participant in an international youth conference - India Youth Forum;
- Dialogue of Civilizations - Member;
- AIESEC - Member;
- Russian-Armenian Youth Alliance - Head of Youth Business Club;
- Participant in a South Caucasus Exchange

Responsibilities:

- Negotiation Process
- Customer Relationship Management
- Managing relationship with international and local clients

Time Period: 2014/05 - 2016/08

Company Name: The Proffect Group

Occupation: Project Manager

About the Company: The Proffect Group is a specialized strategic marketing company - an Armenian representative of Boston based company The Garrison Group.

Some of the company clients: Coca-Cola (Hungary) DANONE (multiple countries), VISA (multiple countries), EFES (multiple countries), CARLSBERG (multiple countries), IKEA (Hungary) etc..

Responsibilities:

- Creating Marketing Strategies for clients
- Brand Management
- Sales Process
- Market Research
- Identifying Consumer Insights
- Identifying national Insights
- Managing projects
- Understanding the segments and the role of local cultures
- Consulting clients
- Delivering ideas and final products to clients for review
- Monitoring and managing project in progress
- Analyzing, interpreting and presenting results
- Delivering ideas and final products to clients for review
- Trainings and coaching

Time Period: 2013/04 - 2014/04

Company Name: Jermuk International Pepsi-Cola Bottler

Occupation: Marketing Specialist

About the Company: Armenian representative of an international PepsiCo.

Responsibilities:

- Marketing projects' management;
- Trade Marketing
- Working with external agencies;
- Working with international guests;
- Event Management
- Trainings

Education

Education Period: 2012/09 - 2014/07
University: Russian-Armenian University
Major: Strategic Management
Degree: Master's Degree

Education Period: 2012/09 - 2012/10
University: American University of Armenia
Major: Applied Marketing Strategies
Degree: Professional Courses

Education Period: 2008/09 - 2012/06
University: Russian-Armenian University
Major: Management
Degree: Bachelor's Degree

My Motto

*Efforts and courage are not enough
without purpose and direction.*

J.F. Kennedy

*The future belongs to those who
believe in the beauty of their dreams*

E. Roosevelt

SPECIAL Projects

Time Period: 2014/10 - 2016/08

Company Name: Doping Creative Advertising

Occupation: Business Development Manager

About the Company: Doping Creative Advertising is a creative agency with advertising, creative, design, marketing, research & production all under one roof. It's one of the leading creative companies in Armenia with the aim to expand and change Armenian advertising market to more dynamic and progressive one.

Responsibilities:

- Business Modeling
 - Customer Relationship Management
 - Project Management
 - Event Management
 - Sales Process
 - Negotiating with clients (CEOs and Top Management)
 - Quality Control
 - Trainings and coaching
 - Mentoring
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Time Period: 2015/01 - 2015/06

Company Name: American University of Armenia

Occupation: Co-Lecturer

About the Company: The American University of Armenia (AUA) is a private institution of higher learning, offering a global education in Armenia.

Responsibilities:

- Lecturing on Applied Marketing Strategies (in English)
 - Managing educational process
 - Mentoring students' groups
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Time Period: 2014/11 - 2015/08

Company Name: BRAND'N'GAIN NGO

Occupation: General Manager

About the Company: BRAND'N'GAIN is an NGO with the objective to help young specialists to start working path in the best companies of Armenia.

Responsibilities:

- Event Management
- Trainings with young specialists
- Coaching
- Recruiting process
- Cooperation with top tier companies of Armenia
- Mentoring process

