



# 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 and 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



## 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

## SPECIAL Projects



### Education

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

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

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

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### 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*

**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