


TATEVIK HOVHANNISYAN

(+374 91) 211146 

tatahovhannisyan@gmail.com 

[Linkedin.com/in/tatevik-hovhannisyan](https://www.linkedin.com/in/tatevik-hovhannisyan) 

Experienced marketing specialist highly interested in strategic and research-based product, brand development and event marketing fields.



EXPERIENCE

Head of Marketing Unit | IDBank CJSC

2018 – PRESENT

Manage and coordinate all marketing, advertising and promotional staff and strategic activities

Lecturer | Russian-Armenian State University

2015 – PRESENT

Holding "Creative Economics" and "Design Thinking" Master courses and "Business Engineering" and "Startup Engineering" workshops - department of economics and finance

Chief Specialist of Marketing and PR unit | IDBank CJSC

Managing, planning and implementation of strategic marketing and PR projects

FEB 2018 – AUG 2018

Leading Specialist of Marketing and PR unit | IDBank CJSC

Planning and implementation of long-term and short-term marketing and PR projects

OCT 2017 – FEB 2018

Marketing Specialist of Marketing and PR Division | IDBank CJSC

Implementation of long-term and short-term marketing and PR projects

JAN 2017 – OCT 2017

Marketing Specialist | Converse Bank CJSC

2015 – 2017

Implementation of marketing projects

Project Manager of Training Centre | Key Solutions LLC

2013 – 2014

Lead the planning and implementation of training centre projects



EDUCATION

Master Degree, Information Technologies in Economics| Russian-Armenian State University

2013 – 2015

Bachelor Degree, International Economics and Finances| Russian-Armenian State University

2009– 2013

School No 5 | after Moushegh Ishkhan

1999 – 2009



SKILLS

- Project Management
- Business Process Management
- Event Management
- Design Thinking
- Creative Techniques
- Strategic Marketing
- Research Marketing
- Digital Marketing
- Public Relations
- Advertising



LANGUAGES

- Armenian - Native
- Russian- Second Native
- English - Professional
- French- Elementary



ACTIVITIES

- Completed “Self-Development and leadership” training course, Netherlands, “Olde Vechte” Foundation, European Commission, 2011
- Completed “Business and Entrepreneurship” program course, Netherlands, “Olde Vechte” Foundation, European Commission, 2011
- Completed “Entrepreneurship and self -development” training course, Bulgaria, “Green lights in Bulgaria” NGO, European Commission, 2011
- Training/Practice at the **State** Commission for the Protection of Economic Competition of the Republic of Armenia/twinning center/July - August 2012
- Completed “Enforcement and Protection of Copyrighting: The Legal and Economic Aspects” Training, Armenia, Yerevan/2014