
EDUCATION

American University of Armenia, Yerevan

Bachelor of Arts in English and Communications

2020 - 2024 (expected graduation)

Grade | 4th-year

Recipient, Hirshman Scholarship program of KASA Swiss Foundation.

WORK EXPERIENCE

Loopex Digital | Yerevan, Armenia

SEO Content Writer (Freelance)

2022 Sep - 2023 Dec

- Developed engaging content optimized for search engines, significantly increasing organic traffic and user engagement.
- Collaborated with SEO specialists to identify keyword opportunities and optimize content, achieving top rankings for targeted keywords.
- Proofread and edited articles to ensure accuracy, consistency, and adherence to SEO best practices.
- Managed content calendars and coordinated with other team members to ensure timely publication of articles and blogs.

WWF Armenia | Yerevan, Armenia

Communications & Project Management (full-time)

2022 Jan - 2022 June

- Created and published a wide variety of compelling and engaging content to build the WWF branding image specifically tailored to Armenia's ecosystem and its endangered species.
- Worked closely with other team members to organize and coordinate the "Earth Hour 2022" international event and "Earth Day 2022."
- Organized communication and fundraising campaigns aimed to support "The Protection of Caucasian Leopard in Armenia financially" and "The Reintroduction of the Red Deer in Armenia" programs initiated by WWF Armenia

American University of Armenia | Yerevan, Armenia

Communications Coordinator (contract)

2021 Sep - 2021 Dec

- Collaborated with ABGU library staff to gather and convey information about events, programs, and services.
 - Responded to inquiries from students, faculty, and staff regarding library services, resources, and events, providing accurate information and excellent coordinating service.
 - Assisted in organizing and coordinating library events, workshops, and exhibitions, ensuring smooth logistics and a strong communication system between students and library service
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RESEARCH PROJECTS

Research Project with KASA Swiss Humanitarian Foundation Research

Small Programs for Involvement in Innovative Educational Projects" within the framework of the Hirshman scholarship program

Jun 2023 - Sep 2023

- Developed questionnaires for different target groups and conducted interviews to analyze the development of quality public discourse in the field of education in Margahovit village of Armenia while creating a video series about human stories of literacy experiences in different ages.

Research Project with the Ministry of Health of the Republic of Armenia

Assessment of Public Servants' Perceptions to Pay for CHI in Armenia

Aug 2022 - Dec 2022

- Conducted survey via phone calls among 849 public servants to understand the level of satisfaction with the current social package and their eagerness to pay for the new comprehensive health insurance (CHI) while creating a report analysis using descriptive and inferential statistics.