

# David Mirzoyan

DIGITAL MARKETING  
PROFESSIONAL

Website  
[www.davidmirzoyan.com](http://www.davidmirzoyan.com)



## PROFILE

I specialize in digital marketing and design. I am a highly experienced digital marketing professional with over 9 years in the field.

I have a strong track record of successfully executing marketing campaigns that drive growth and engagement for the company. I am well-versed in various digital marketing strategies and techniques, including social media marketing, email marketing, and content marketing. I am also a creative problem-solver, able to identify opportunities and create innovative solutions to complex marketing challenges. I am a professional who is committed to staying up-to-date with the latest trends and technologies in the industry to ensure that his clients receive the best possible results.

## CONTACT

### Address

2662 boul Keller  
Saint-Laurent, QC  
H4K 1L7

### Phone

+1 613 869 8533

### Email

[info@davidmirzoyan.com](mailto:info@davidmirzoyan.com)

## SOFTWARE & APPS I USE

Mailchimp	<div style="width: 100%;"></div>
Hubspot	<div style="width: 95%;"></div>
Semrush	<div style="width: 90%;"></div>
Adobe CC	<div style="width: 95%;"></div>
Sketch	<div style="width: 90%;"></div>
MS Office	<div style="width: 95%;"></div>
Asana	<div style="width: 90%;"></div>

## EXPERTISE

Creativity	<div style="width: 100%;"></div>
Flexibility	<div style="width: 95%;"></div>
Work In group	<div style="width: 90%;"></div>
Personality	<div style="width: 95%;"></div>
Project Planning	<div style="width: 90%;"></div>
Leadership	<div style="width: 95%;"></div>
Attention	<div style="width: 90%;"></div>

## EXPERIENCE

03/2022 - present

### Digital Marketing Specialist

123 Loadboard

#### Responsibilities

- Develop and implementation of digital marketing projects
- Develop SMM Strategy and content creation
- Develop digital marketing reports and day-to-day monitoring
- Measure site traffic, identify and evaluate new digital technologies and optimize marketing campaigns

07/2018 - 03/2022

### Digital Marketing & Design Officer

Nutrition International

#### Responsibilities

- Support and implementation of digital marketing projects
- Managing Email marketing campaigns and automatization
- Development of monthly performance report using Google Analytics and Google Data Studio
- Support internal teams with their design & digital marketing needs

08/2017 - 01/2019

### Graphic Designer & Social Media Professional (Contractor)

The Granite Importer

#### Responsibilities

- Development and implementation of marketing strategy for social media
- Management and correspondence of SMM and digital marketing activities
- Creation of visual components for trade shows and booths
- Development and design of Annual catalogue

05/2014 - 05/2017

### Head of Creative & SMM Departments

ArPR Holding

#### Responsibilities

- Leading the creative team and SM professionals
- Plans and executes all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
- Development and partial implementation of preliminary design concepts & promotional strategies

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## SOCIAL

### LinkedIn

[linkedin.com/in/david-mirzoyan](https://www.linkedin.com/in/david-mirzoyan)

### Instagram

@mirzdavid

## REFERENCES

### Jasmine Vesque

Manager, Creative and Digital  
Communications at Nutrition  
International  
[jvesque@nutritionintl.org](mailto:jvesque@nutritionintl.org)

### Farhad Khan

CEO at Grype  
[farhad@grype.ca](mailto:farhad@grype.ca)

## What people say about me

“David is an extremely talented and prolific professional. I have worked with him on several different types of projects, and he never ceased to impress me. Beyond his superb execution, he is also strategic and well-versed in the science behind impactful expertise. Overall, I find David to be an amazing collaborator who is incredibly patient and who gets his client.

I highly recommend him.

”

**Katia Theriault**

Director of Communications at CAPE

## EDUCATION

2021

### Mailchimp Certification

By Mailchimp

This badge shows that confirms complet certification and has a comprehensive knowledge of Mailchimp's marketing platform.



2019

### Digital Marketing Certificate

By Telfer School of Management at the University of Ottawa

Advanced 10-week, 5 days a week educational program that focuses on today's essential tools and areas of expertise, including content marketing, marketing automation, social media marketing, search engine marketing, search engine optimization and more.

2019

### Google Ads Search Certification

By Google

A certification that confirms mastery of building and optimizing Google Search campaigns.

2019

### Google Analytics Individual Qualification

By Google

The Google Analytics Individual Qualification covers basic and advanced Google Analytics concepts.

2014

### Bachelor's Degree in Sociology / Public Relations

By Yerevan State University

A 4-year full-time university program with a detailed approach to behavioural structures in sociology with a specific emphasis on Public Relations.

## HOBBIES & INTERESTS



Music



Tea



Travelling



Photography