

David Mirzoyan

MARKETING
PROFESSIONAL

Website
www.davidmirzoyan.com



PROFILE

I specialize in 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 companies. 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

Montreal - Laval, QC
H7P

Phone

+1 613 869 8533

Email

info@davidmirzoyan.com

SOFTWARE & APPS I USE

Mailchimp	<div style="width: 100%;"></div>
Hubspot	<div style="width: 100%;"></div>
HTML	<div style="width: 100%;"></div>
Adobe CC	<div style="width: 100%;"></div>
Salesforce	<div style="width: 100%;"></div>
MS Office	<div style="width: 100%;"></div>
Asana/ClickUp	<div style="width: 100%;"></div>

EXPERTISE

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

LANGUAGES

English	<div style="width: 100%;"></div>
French	<div style="width: 100%;"></div>
Armenian	<div style="width: 100%;"></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

See more in my LinkedIn Profile

David Mirzoyan

MARKETING
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SOCIAL

LinkedIn

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

Instagram

[@mirzdavid](https://www.instagram.com/mirzdavid)

REFERENCES

Jasmine Vesque

Manager, Creative and Digital
Communications at Nutrition
International
jvesque@nutritionintl.org

Farhad Khan

CEO at Grype
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