

David Mirzoyan

MARKETING EXPERT

Website
www.davidmirzoyan.com



PROFILE

I specialize in marketing strategy, and product development, with over 10 years of experience in crafting data-driven strategies that drive business growth, customer engagement, and brand awareness. My expertise spans market research, campaign planning, and product positioning, allowing me to develop and launch initiatives that generate high-impact results. I continuously stay ahead of industry trends and emerging technologies to ensure marketing initiatives are cutting-edge, customer-focused, and revenue-driven.

CONTACT

Address

Montreal - Laval, QC
H7P

Phone

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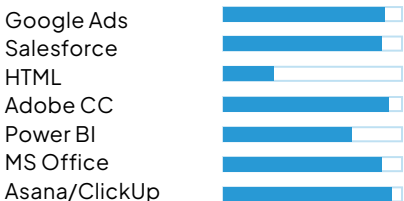
Email

info@davidmirzoyan.com

EXPERTISE



SOFTWARE & APPS I USE



LANGUAGES



EXPERIENCE

01/2025 - present

Digital Marketing Manager

New Nordic

Montreal, QC, Canada

Responsibilities

- Develop and execute a comprehensive digital marketing strategy
- Plan and manage multi-channel digital marketing campaigns across digital and traditional platforms
- Optimize SEO, PPC, and paid media strategies to drive brand awareness
- Analyze market trends and customer data to refine marketing efforts
- Oversee product development strategies to enhance market positioning

03/2022 - 02/2024

Digital Marketing Specialist

123 Loadboard

Montreal, QC, Canada

Responsibilities

- Design and implement strategic digital marketing plans for lead generation
- Develop marketing automation and CRM strategies for better targeting
- Conduct market research and competitor analysis to optimize positioning
- Lead content marketing efforts to increase customer engagement

07/2018 - 03/2022

Digital Marketing & Design Officer

Nutrition International

Ottawa, ON, Canada

Responsibilities

- Creation of strategic marketing campaigns focused on brand awareness
- Organise event marketing initiatives to promote awareness and engagement
- Development of social media strategies to enhance brand visibility
- Implementation of data-driven marketing strategies

05/2014 - 05/2017

Head of Creative & SMM Departments

ArPR Holding

Yerevan, Armenia

Responsibilities

- Leading teams in branding, creative content, and campaign development
- 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 EXPERT

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

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