

VREJ VROUYR TORIKIAN

General information:

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- Birthday: 28-10-1991
- Place of Birth: Ashrafieh, Beirut, Lebanon
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Education & Certificates:

- University: Haigazian University, Kantari, Beirut
- Degree obtained: BBA; Business administration (2016)
- Emphasis: Advertising & Communications
- Certificate: Communications certificate - AUBMC (2016)

Languages:

Extracurricular Activities:

- + Senior advertising member in the “Desert Streams” club (2012-2016)
- + Project manager for Haigazian University’s “Beanie Genie” campaign by the “Desert Streams” club. I was responsible for marketing and executing the campaign (2016)

- Arabic (Native): Spoken, Read & Written
- Armenian (Native): Spoken, Read & Written fluently
- English: Spoken, Read & Written fluently

Computer skills:

- Microsoft Office
- Adobe Illustrator
- Adobe Photoshop

Personality traits & skills:

- Team-work oriented
- Mutli-tasking
- Highly Punctual
- Proactive
- Charismatic, able to maintain good long-term relationships
- Fast learner, open to new and skill-nurturing tasks.
- Patient, able to work under pressure and meet deadlines

- + Organizer for Haigazian University’s “Stay Fit with Decathlon” event (2015) Hobbies
Reading books, writing poetry, hiking and playing the guitar
References are available upon request
- + Event coordinator for “Haigazian’s Got Talent” (2013)

Work Experience:

▪ **Account Executive at Mindfield Digital (October 2018 – Present)**

- Closely communicates with clients and account managers on the project deliverables
- Leads client scoping meetings and participates in internal kick off and status meetings
- Maintain and enhance business relationships vital to the success of the project
- Presenting the company services to clients
- Consulting clients on best practices for their projects and proper requirements gathering
- Works with management to achieve company business goals and targets
- Working with account planners to devise a campaign that meets the client's brief and budget
- Presenting campaign ideas to clients
- Briefing the creative team who will produce the adverts
- Negotiating with clients, solving any problems and making sure deadlines are met
- Checking and reporting on campaigns' and account progress

▪ **Community manager at Intouch (July 2017 – September 2018)**

- Handling clients' requests and developing a long-term relationship with each client.

- Communicating clients' requests & requirements to designers and other key personnel.
- Creating correspondent social media content for accounts.
- Creating online campaigns along with social media strategies.
- Creating online advertisings and social media plans.
- Monitoring social media platforms for accounts.
- Composing monthly reports for the withheld clients' social media progress/feedbacks as well as reports for campaigns.
- Planning proposals for potential new accounts & marketing our services to them by presenting the best image of the company.

Primary accounts handled:

- Nissan – Qatar
- Renault – Qatar
- Infinity – Qatar
- FNB Finance
- International Development Bank - مصرف التنمية الدولي
- Arab Payment Services - شركة العرب للدفع الالكتروني
- McDonald's Lebanon
- LGB Bank
- Caffè Concerto – Qatar
- Casper & Gambini's – Qatar
- Byerley – Qatar
- Papa Murphy's – Dubai
- Bright White – Dubai

- **Marketing Research Executive at Rizkgroup**
(September 2016 – July 2017)

- Market presence analysis for clients' brands all over the Lebanese regions
- Assessing competitors' presence as well as their brand awareness.
- Working with clients; clients' services & requests.
- Reporting to management and clients the result of every analysis.
- Working with both qualitative and quantitative data to be able to prepare for pre-campaign & post-campaign surveys.
- Working on focus groups for the assessment of advertising effectiveness, brand awareness, consumer behavior and various more aspects.
- Undertaking marketing intelligence projects to gain more insights on market penetration.

Brands worked on:

- Label 5 – Poliakov - Jim Beam - Maxim's – Lesieur – Danway – McCaw – Domo - Al Rifai - Barilla

- **Patient services at AUBMC** (September 2012 – September 2016)

- Assisting in chart retrieval for quality improvement: infection control, research activities and insurance claims.

- Redesigning work process to ensure more efficient results.
- Submitting delinquent reports to my supervisor, where the supervisor distributes it to assigned physicians.
- Preparing lists of all medical records to be distributed on various medical services for chart review.
- Creating macro scripts for faster and more efficient data entry tasks.
- Handling monthly reports on a number of delinquent records of residents, following up on any incomplete record for previous months.
- Coordinating between residents and physicians for effective chart completion.
- Working with quality control officers to ensure that patients' records fulfill the quality control's checklist.

- **Sales representative at Serly** (March 2013 – January 2016)

- Understanding customer needs & requirements.
- Ensuring the collection of customer feedbacks.
- Routing qualified opportunities, appropriated sales executives for further development & closure.
- Prospecting new clients.
- Closing sales & achieving quarterly quotas.
- Maintaining good & long-term relationship with customers