

ROBERTINA KOUCHIAN

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PROFILE

- 5 years full-time experience in digital marketing, PR and communications.
- Developing, managing and implementing media strategies and measuring results across traditional media and digital channels.
- Strong background in project management, e-commerce, media relations, campaign development and content creation.

EDUCATION

2017-18	Imperial College London Core modules: Digital Marketing, Advanced Marketing Strategy and Finance, Marketing Analytics, Search Engine Optimization, Branding	MSc Strategic Marketing (Honor's List)
2011-14	Lebanese American University, School of Business, Beirut Core modules: Marketing Research, Consumer Behavior, IMC	BS in Business (Marketing) (Honor's List)

WORK EXPERIENCE

2018	Brand Relations/ Brand Development & Marketing Intern (3months) <ul style="list-style-type: none">• Performed market research to analyse competitive marketplace trends in the FMCG industry and understand consumer perception and lifestyle using market research tools such as Mintel;• Managed organic search marketing campaigns across multiple search engines;• Developed branding concepts and strategies for launching new brands in the UK market including;• Built and executed social media strategy through research and by setting goals and analysing the target audience;• Created social media content and editorial calendar, managed accounts for agency and clients.	London
2013-17	CCT International/ Marketing & Communications Officer <ul style="list-style-type: none">• Generated social media content and strategies and created online ads to increase brand awareness and promote our services and events;• Developed PR strategies and campaigns to attract media sponsors. As a result, I was able to attract six media sponsors to help market the conference and provide media coverage;• Regularly wrote press releases and coordinated with major publishing outlets such as Reuters and PRWeb;• Designed event marketing collateral to be displayed at events;• Collaborated with partners to organize and market the annual conference attracting 130+ participants. The conference witnessed a 30% increase in the number of participants the following year;• Managed customer database on our CRM software to create business opportunities through new leads;• Drafted newsletter email campaigns and monitored performance (open rate, CTR, CTOR, unsubscribe);• producing presentations, reports, articles, leaflets, journals and brochures for both external and internal distribution;• Addressed inquiries from the media, event speakers and the public;• Collaborated with internal teams and external partners to edit and produce video for our events.	Beirut
2015	Pidraya/ Marketing and Online Strategist (Freelance) <ul style="list-style-type: none">• Led project management efforts and collaborated closely with editor-in-chief and web developer for magazine site launch, conducted extensive research and suggested web design concepts. As a result, the website and mobile application were successfully launched and I was able to divert traffic from social media to our website;• Monitored company social media accounts, generated content and launched online ad campaigns;• Prepared reports on magazine delivery services, online payments and offline advertising quotations.	Beirut

ADDITIONAL SKILLS AND ACHIEVEMENTS

TOOLS & SOFTWARE SKILLS

Google Analytics, Google Adwords (certified), Adobe Photoshop, Illustrator, Salesforce, Mailchimp
Keyword Planner, Shopify, Wix, Wordpress, Facebook Insights, Drupal, Hootsuite, Camtasia (video editing)

LANGUAGES

Fluent in: English, French, Arabic and Armenian (Native) | **Basic Competence in:** Italian

INTERESTS & ACHIEVEMENTS

- Running, reading, traveling, design and innovation
- Capgemini Consulting Cup 2018 participant
- First place winner of Vodafone's University Innovation Challenge
- Inside LVMH Program participant (4-month program)
- Member of Imperial College Athletics Club
- Treasurer of the Student Council (LAU)