

ARAZ PAMBOUKIAN

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SUMMARY

Detail-oriented copywriter, content creator, literary editor, and valedictorian of Haigazian University's Class of 2023 with a proven track record in academic and creative writing, editing, teaching, and publication. Experienced in creating content and writing copy for social media platforms, including Instagram, Facebook, and LinkedIn. Completed a Digital Marketing Specialist course with basic knowledge in SEO, SEM, content strategy, email marketing, and Google Analytics. Eager to dive deeper and grow within the Digital Marketing field.

EXPERIENCE

Microbits Digital Agency, Hazmieh, Lebanon

Copywriter and Content Creator

4/2024-Present

- Create monthly content and copy for social media, blogs, and websites, aligning with brand voice and guidelines for clients like @rymcolebanon @nissanlebanon @gmclebanon @hypcolebanon @opticpluslb @ezorderksa @terranet.lb @themorgantigroup @globalpass.me & many more
- Research industry trends and audience preferences to inform content strategies
- Write SEO-optimized content to improve search engine rankings and drive organic traffic
- Collaborate with designers and creatives to ensure cohesive and visually compelling content
- Brainstorm and contribute ideas for campaigns and promotions to enhance audience engagement
- Assist in planning and optimizing social media ad campaigns to improve ROI and audience targeting

Humans of the World Literary Blog, San Fransisco, California (Remote)

Literary Editor

1/2022-Present

- Review poetry, fiction, and creative nonfiction submissions
- Give editorial feedback on select submissions
- Communicate to internal editor and authors
- Suggest ideas for improvements to the review process

Abu Dhabi International (Private) School, Abu Dhabi, UAE

English Language Teacher

8/2023-3/2024

- Prepare and teach student-centered lessons, focusing on UDL, cooperative learning, & integrated language learning
- Adapt textbook material to cultural requirements and link lessons to UAE life and culture

Haigazian University Writing Center, Beirut, Lebanon

Peer Tutor

10/2022-10/2023

- Meet with students one-on-one (online and in-person) and assist them with writing at different levels and genres
- Guide students through proper paper formatting in APA
- Provide constructive feedback to build better writers who can analyze and improve their own writing

EDUCATION

Haigazian University, Beirut, Lebanon

BA in *English Language* | TD in *Teaching English as a Foreign Language* | Minor in *Psychology*

6/2023

Relevant Coursework: Creative Writing, Discourse Analysis, Cognitive Linguistics, Intercultural Communication

Awards: Valedictorian of the Class of 2023 | Placed on the President's List

Publication: Al Ariss, R. & Pamboukian, A. (2022). The left-behind women: Between grieving enforced disappearances and challenging the gender order. Haigazian University Press.

Forward MENA, in partnership with Simplilearn

Certificate of Achievement in *Digital Marketing Specialist*

10/2024

Relevant Coursework: Digital Marketing Landscape | Behavioral Marketing | SEO | SEM | Content Strategy | Social Media Marketing | Email Marketing | Strategies for Paid Campaigns | Analytics, ROI & Evaluation

PROFESSIONAL SKILLS

- *Key Strengths:* organized | detail-oriented | time management | strong communication & interpersonal skills
- *Computer Skills:* Microsoft Office | Adobe Acrobat | Google Workspace | Canva | MailChimp | Answer the Public | SEMrush | Hootsuite | WordPress
- *Social Media Management:* Content Scheduling | Engagement tracking, analytics & reporting
- *Paid Advertising:* Basic knowledge of PPC campaigns, Facebook & Instagram Ads
- *Language Skills:* English (Full professional) | Armenian (Full professional) | Arabic (Professional working)
- *Seminars and Workshops:* Creative Writing Summer Camp (LAU, 2018), Creative Writing Workshop (Haigazian University, 2020), Dealing with the Past, Preparing for the Future (Symposium) (HU & UN OHCHR, 2021)