

# HOVIG JAHIZIAN

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## SUMMARY

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Marketing, Growth, and customer-focused professional with hands-on experience in performance marketing, user acquisition, SEO, lifecycle marketing, and go-to-market execution within tech and startup environments. Strong background in user segmentation, campaign analytics, and conversion optimization, with experience supporting Meta Ads, content strategy, and retention initiatives. Skilled in analyzing user behavior, running A/B tests, and translating data into actionable insights to improve acquisition, engagement, and customer lifetime value. Brings a customer-obsessed mindset from Customer Success, enabling the creation of high-impact messaging, positioning, and full-funnel marketing strategies.

## EDUCATION

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**Bachelor of Business Administration with Honors, Haigazian University**

June 2024

Placed Consistently on Honor's list for all semesters from Fall 2021 to Spring 2024.

## EXPERIENCE

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**Customer Success Account Specialist**

June 2025 - Present

Zero&One

*Beirut, Lebanon*

- Contribute marketing-relevant insights by collecting and analyzing customer feedback to improve service positioning and messaging.
- Support the preparation of monthly, quarterly, and annual reports, translating usage and performance data into client-facing insights.
- Lead the end-to-end monthly customer reporting process, reducing delivery timelines by 50%+ while ensuring clear visibility into usage, performance, and outcomes.
- Engage regularly with clients to understand needs, challenges, and perceptions of value, informing future marketing and communication strategies.
- Collaborate with sales, product, and support teams to ensure consistent messaging and alignment with customer expectations.
- Identify patterns in customer inquiries and engagement that inform upsell narratives and value propositions.
- Contributed to campaign and communication planning by providing market and customer insights to help shape targeted outreach and lifecycle initiatives.

**Client Solutions Specialist**

July 2023 - June 2025

Liaison International

*Massachusetts, USA — Beirut, Lebanon*

- Responded to customer inquiries across multiple channels, developing a strong understanding of user behavior and expectations.
- Built and maintained long-term customer relationships across different client segments.
- Maintained consistent communication with customers, strengthening brand perception and trust.
- Supported multiple operational processes through departmental rotations, improving overall account understanding.
- Monitored customer engagement and interaction trends to identify satisfaction levels, potential risks, and opportunities to improve retention and overall account health.
- Coordinated with internal teams to resolve customer issues efficiently, ensuring timely follow-up and a consistent client experience across touch-points.
- Supported digital communication and outreach initiatives by tailoring messaging to different user segments and engagement stages.

## **Marketing & Growth Executive**

10X Immersive

October 2024 - March 2025  
*Delaware, USA — Yerevan, Armenia*

- Conducted in-depth market and user research to identify dentists' pain points, behaviors, and adoption barriers, supporting user segmentation and targeted acquisition strategies.
- Supported digital growth initiatives across content, SEO, and community channels to increase product awareness and consideration within the dental industry.
- Analyzed engagement patterns, feedback, and online discussions to uncover usage trends and optimization opportunities for positioning and retention.
- Contributed to go-to-market and lifecycle messaging by aligning product value with real-world user scenarios and decision drivers.
- Collaborated with cross-functional teams (product, sales, leadership) to translate insights into campaign ideas and customer-focused communication.
- Created educational, SEO-optimized content to drive organic discovery and nurture early-stage users.
- Planned and supported the execution of targeted Meta ad campaigns to test acquisition messaging, audiences, and creatives, monitoring performance and optimizing based on engagement and conversion trends.

## **Marketing Intern**

BANA Angels

August 2024 - October 2024  
*Yerevan, Armenia*

- Supported digital campaigns and social media initiatives to drive brand visibility, engagement, and event participation.
- Conducted competitor and market trend analysis to inform campaign themes and content direction.
- Assisted in campaign performance tracking and basic reporting, drawing insights to improve reach and engagement.
- Helped plan and execute growth-oriented events aimed at audience acquisition and community building.
- Assisted in setting up and monitoring Meta ad campaigns for events and brand awareness, contributing to audience targeting, creative testing, and performance tracking.

## **EXTRA-CURRICULAR ACTIVITIES**

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### **President – Haigazian University Business Society**

- Led the Business Society and its cabinet, overseeing planning, execution, and coordination of academic, professional, and student-focused initiatives.
- Managed and guided a cabinet of student officers, delegating responsibilities, aligning priorities, and ensuring smooth execution of activities throughout the academic year.
- Played an active role in supporting Haigazian University's IACBE accreditation process, contributing to preparation efforts, documentation, and coordination.
- Participated in meetings and interviews with IACBE accrediting professors, supporting the Business Faculty during evaluation discussions and reviews.

### **Volunteer – Birthright Armenia**

- Participated in community development and humanitarian initiatives across multiple regions in Armenia.
- Supported planning and execution of fundraising events aimed at assisting with the rehabilitation of border villages.
- Worked with NGOs and local organizations on development-focused projects addressing community needs.
- Assisted in organizing, coordinating, and distributing humanitarian aid to displaced families, including essential supplies and community support resources.
- Engaged directly with affected families and communities, contributing to outreach, communication, and trust-building efforts during humanitarian and development activities.