

HOVIG JAHIZIAN

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SUMMARY

Results-driven Performance & Growth Marketing Specialist with 2+ years of hands-on experience owning paid acquisition, funnel optimization, and campaign analytics across SaaS and tech environments. Track record of building and optimizing Meta ad campaigns, analyzing conversion funnels, and translating customer behavior data into measurable growth. Reduced reporting timelines by 70% through process automation; consistently delivered campaigns aligned to CAC, ROI, and retention KPIs. AWS Certified Cloud Practitioner, bridging marketing strategy with technical fluency.

EDUCATION

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

Performance Marketing & Growth Specialist — Client Success & Acquisition

June 2025 - Present

NTT Data - Zero&One

Beirut, Lebanon

- Lead LinkedIn and Google Ads strategy for Zero&One's B2B service portfolio and BluePi (SaaS), owning campaign architecture, audience targeting, bid optimization, and budget allocation end-to-end across both channels.
- Delivered 7 qualified B2B leads within the first 30 days of taking full ownership of paid media, achieving strong CPL efficiency through precise professional audience segmentation on LinkedIn and intent-based targeting on Google, not volume spend.
- Drive product-led growth for BluePi on the Amazon Marketplace, managing both Amazon Ads (sponsored products/brands) and listing optimization (SEO, A+ content) to maximize discoverability and conversion.
- Analyze in-app user behavior using Amplitude, Google Analytics, and internal tooling to identify friction points in the BluePi product experience, translating findings into actionable changes across in-app flows, UI placements, and messaging to improve activation and retention.
- Lead the end-to-end monthly performance reporting process, improving visibility into adoption and engagement metrics while reducing reporting timelines by 70%.
- Build and deliver monthly performance dashboards for client accounts, tracking cloud infrastructure KPIs alongside campaign metrics, giving clients a unified view of adoption, engagement, and ROI.
- Manage ongoing client relationships across a portfolio of B2B accounts, handling retention, upsell identification, and strategic alignment between client goals and platform capabilities.

Marketing & Growth Executive

July 2024 - June 2025

10X Immersive

Delaware, USA — Yerevan, Armenia

- Designed, launched, and optimized Meta (Facebook/Instagram) paid ad campaigns targeting B2C audiences, iterating on creative, copy, and audience segments to improve CTR by an estimated 30%+ cycle-over-cycle.
- Ran acquisition experiments across multiple funnel stages, testing messaging, positioning, and audience targeting, applying a structured A/B testing methodology to reduce wasted spend and increase conversion efficiency.
- Conducted market research and audience segmentation across 3+ customer personas, informing campaign strategy, channel prioritization, and content messaging for all growth initiatives.
- Analyzed user behavior and campaign performance data weekly using Meta Ads Manager and attribution tools, surfacing friction points in the funnel and recommending optimization actions.
- Executed full-funnel growth campaigns across paid and organic channels (Meta Ads, email, social), driving user acquisition, engagement, and retention in alignment with monthly growth targets.

- Supported go-to-market planning for growth-focused events, including digital amplification strategy, content promotion, and post-event retargeting to maximize audience conversion.
- Supported planning and execution of growth-oriented events, including digital amplification and content promotion, to maximize brand awareness.

Customer Experience Specialist

Liaison International

June 2023 - June 2025

Massachusetts, USA — Beirut, Lebanon

- Responded to customer inquiries across multiple channels, developing a strong understanding of user behavior and expectations.
- Analyzed interaction trends and satisfaction patterns across 50+ accounts, building a data-informed understanding of the customer lifecycle that directly informed CRM strategy and retention playbooks.
- Contributed to lifecycle communication improvements by identifying friction points in the user journey and recommending targeted outreach interventions, reducing escalations and strengthening NPS.
- Led multiple operational processes through departmental rotations, improving overall account understanding.
- Collaborated cross-functionally with product and account teams to ensure seamless handoffs and consistent messaging across all customer touchpoints, supporting a cohesive brand and retention experience.

Marketing Intern

BANA Angels

June 2024 - July 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

President – Haigazian University Business Society

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

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.
- Assisted in organizing, coordinating, and distributing humanitarian aid to displaced families, including essential supplies and community support resources.

CERTIFICATIONS

Defining and Reaching Your Target Audience, AWS

February 2026

Certified Cloud Practitioner, AWS

August 2025