

## Contact

[www.linkedin.com/in/arpi-parsadanyan](https://www.linkedin.com/in/arpi-parsadanyan) (LinkedIn)

## Top Skills

Recruiting

Digital Marketing

Event Management

## Languages

Armenian (Native or Bilingual)

# Arpi Melik Parsadanyan

Junior Project Manager @ Food Truck Promotions | Marketing, Social Media

Los Angeles Metropolitan Area

## Summary

As a creative and motivated marketing professional, I have a proven track record of success in social media affiliation, developing and executing effective marketing plans and campaigns, and creating original content for various social media platforms. With a strong ability to multitask and work collaboratively in team settings, I am highly detail-oriented and possess exceptional communication skills. Currently the Marketing Manager for the Los Angeles Food Truck Association as well as the Junior Project Manager for their sister company FTP!

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## Experience

Food Truck Promotions

Junior Project Manager

April 2023 - Present (7 months)

New York, New York, United States

Food Truck Association Los Angeles

1 year 8 months

Marketing Manager

March 2023 - Present (8 months)

Los Angeles Metropolitan Area

Marketing Coordinator

March 2022 - March 2023 (1 year 1 month)

Los Angeles Metropolitan Area

Information Integration Group, Inc.

Marketing Associate

December 2021 - March 2022 (4 months)

Glendale, California, United States

- Built and implemented marketing campaigns with advertising agencies resulting growth in new leads

- Developed marketing strategies to increase new leads
- Managed marketing communication for software ERP products
- Appointed employee to lead marketing budget, devise financial projections and ROI for IIG; conducted market research and due diligence of brand value and initiated strategic partnership
- Built weekly webinars and assured all partners and potential customers are invited
- Led weekly meetings with the CEO to assure all advertising and marketing requirements are met

## City of Glendale, CA

### Hourly City Employee

December 2017 - November 2021 (4 years)

Glendale, California

- Answered 70+ customer phone calls per day, providing solutions in a polite manner using active listening to ensure customer satisfaction
- Record all customer names and contact information in an orderly fashion by utilizing a spreadsheet and other company software
- Received 99% positive customer feedback by demonstrating technical skills to resolve 60+ call concerns; demonstrated working on 6 electronic systems gaining appreciation from city residents
- Memorized all company products and services to be able to answer customer questions quickly and to enhance customer satisfaction rates impacting in higher satisfaction call rates in surveys
- Controlled strong product knowledge and problem-solving skills to assist customers with concerns

## Anti Social Scheme Marketing Inc

### Marketing Internship

April 2021 - September 2021 (6 months)

Los Angeles Metropolitan Area

Work on Canva to create posts

Plan out weekly content posts

Work with clients and provide them with ideas

Monitor social media insights

## ArpiMelik

### Content Creator

January 2020 - December 2020 (1 year)

Los Angeles County, California, United States

- Collaborated with CMOs and implemented social media strategy across digital media platforms(Facebook, Instagram, Twitter, Pinterest, Google+), boosting website traffic by 46% and customer engagement by 60%
- Launched social media campaigns to encourage product trial among 20+ potential customers; re-designed websites to add customer feedback section to leverage positive customer experiences, leading to boosted sales
- Manage Instagram, Facebook, and Tik Tok pages for brands, uploading creative posts related to brand; communicated with followers about what brand has to offer receiving up to 88k views on videos and over 2,000 likes
- Create social media posts using photoshop, microsoft tools, and online tools
- Supervise content editing and supervised publication of posts; led publishing of videos and pictures

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## Education

California State University, Northridge

Bachelor's degree, Marketing · (August 2021 - June 2023)

Glendale Community College

Associate's degree, Business Administration and Management,  
General · (2018 - 2020)