

## **Hayk Mnatsakanyan**

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### **OBJECTIVE**

Educated as an engineer, a trilingual graphic designer and photographer turned into a self-taught businessman and entrepreneur. Post-baccalaureate education from UC Davis in full stack web development, including JavaScript, CSS, HTML, Node.js, React, and SQL databases. A multi-modality thinker able to see the bigger picture from the top-down perspective, yet break down details utilizing bottom-up approach to ensure completed staff work is performed. Motivated and excited to not only be employed as a web developer, but hear the organization's business goals and challenges through a unique approach that will advance both the organization financially as well as myself as a great asset and contributor to the organization's success.

### **EDUCATION**

- **Bachelor's Degree** in Standardization, Certification, and Quality Control in State Engineering University of Armenia – 2000-2004
- **American River College** – 2007-2012, Sacramento, CA  
*Relevant coursework:* Imaging for the Web, Digital Video, Computer Upgrade, Repair, and Assembly, Introduction to Digital 3-D Modeling
- **Allied School** – 2013 – 2014: Real Estate Appraisal

### **ACHIEVEMENTS & SKILLS**

- Trilingual- Armenian, Russian, English
- Strong project management skills
- Ability to multitask, prioritize and meet deadlines
- Experience with design software and industry-standard programs (Macintosh hardware and OS software, Adobe Creative Suite and other print/web development software and associated file formats).
- Certificate of Achievement from UNESCO for programming in Delphi and C++ languages
- Strong writing and editing skills.
- Proficient in MS Office applications both on Mac and PC platforms
- Extensive experience using PowerPoint and other presentation software.

- Proficient in Oracle and FileMaker Pro Database applications
- Experience with Adobe Photoshop, Adobe Illustrator, Adobe Premier, 3D Studio Max, Corel Draw, and AutoCAD applications
- Excellent interpersonal skills and a team player

## **EXPERIENCE**

### ***Owner, Sole-Proprietor***

#### **King Star Auto** August 2014 - Currently Employed

- Plan and organize the day-to-day operations of my business. Develop and update controls to ensure availability of systems and databases for the vehicle inventory.
- Define my business and financial plan, mentor staff and share service with the public analyzing, developing and documenting business processes.
- Create sales plans each month, marketing plans each quarter and overall business plans each year.
- Create profit-and-loss statements and other financial reports. Set a budget and then compare actual income and expenditures. Review sales reports and adjust sales activities or expenses to better meet budgets.
- Hire, train and mentor staff, following federal and state laws and regulations concerning employees, and to file Social Security and wage reports for each employee formulating, delivering, and coordinating end user training. Personally manage all the accounting, taxes and required reporting duties for my business.
- Create advertising campaigns, social media campaigns and face-to-face events to deliver my message to the right audience. Additionally network with potential customers and perform direct sales.
- Meet with service vendors and product suppliers to facilitate delivery, make buying trips to purchase inventory, create sales displays, stock the shelves.
- Greet customers arriving at the dealership, showcase the dealership's vehicles and explain their features and warranties to customers, answer customer questions about cars, financing and purchase process resolving client incidents or requests.
- Accompany customers on test drives, collecting licenses and documentation beforehand per best practices.
- Negotiate car prices and trade-in values for customers' vehicles.
- Coordinate with the finance department to determine each customer's financing and ownership options.
- Contact past customers to ensure they are satisfied with their vehicles.

## ***Graphic Design/ Digital Content Creator***

**River City School** June 2018 - March 2020

- Assisted in production photos/videos from start to finish: conceptualizing, coordinating, writing, lighting, shooting and editing.
- Pre-production: Worked with marketing team to ensure photo/video treatments and scripts aligned with branding/messaging; acquired releases/permissions as needed.
- Production: Shot videos using state of the art equipment; set up sound and lighting and provided direction to on-screen talent as needed.
- Post-production: Edited videos, including adding motion graphics and cleaning up audio as needed.
- Created content for the school's website, social media, digital ads, signage, logos or collateral utilizing CSS, HTML and JavaScript while executing guidelines for technology governance and process improvement. Designed, developed, and implemented software that adhered to organizational enterprise requirements.
- Gathered, documented, and reviewed system requirements and specifications and tested, debugged, and evaluated software systems functionality.
- Planned concepts by studying information and materials.
- Illustrated concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtained approval of concept by submitting rough layout for approval.
- Prepared finished copy and art by operating typesetting, printing, and similar equipment; and purchasing from vendors.
- Prepared final layout by marking and pasting up finished copy and art.
- Ensured operation of equipment by completing preventive maintenance requirements, following manufacturer's instructions, troubleshooting malfunctions, calling for repairs, maintaining equipment inventories, and evaluating new equipment tracking, monitoring, and auditing information technology assets.
- Completed projects by coordinating with outside agencies, art services, printers, etc.
- Maintained technical knowledge by attending design workshops; reviewing professional publications; and participating in professional societies.
- Contributed to team effort by accomplishing related results as needed.
- Installed, configured, maintained, and troubleshooted applications.

### ***Business Owner***

#### **King Star Auto (Auto Dealership)** September 2014- Currently Employed

- Oversee all operations and finance, including sales, accounting, compliance, safety, service and marketing.
- Effectively manage store inventory and keep optimal supply chain
- Create and design all advertising and marketing campaigns: knowledgeable in all media venues with expertise in print and electronic marketing. Demonstrated experience in e-commerce initiatives
- Perform annual budgeting, including capital requirements, and implement weekly forecasting and reporting.
- Accomplish DMV paperwork for used car registration

### ***3D Modeler***

#### **"CAD Master" 3D Modeling Studio** June 2004- February 2005

- Worked with project managers and technical design staff to prepare drawing documentation
- Skillfully worked in both Revit MEP and AutoCAD MEP on 3D projects; including maintaining multiple models, creating views, accurate object placement, and UCS manipulation
- Investigated and developed methods to use BIM models or software tools to support engineering or downstream project management. Maintained software product documentation.
- Created high quality 3D assets according to established art direction of each project
- Assisted the collection of photographic imagery to serve as reference for 3D development
- Built high and low poly models as required by projects
- Built 3D characters and environments that were based on the concept art.
- Created the models' surfaces or skins, paint and wrap 2D textures on a digital frame.
- Performed modeling using a variety of programs such as Maya, 3DS Max, V-Ray, and others.

### ***Lead Sales Associate***

#### **Walmart** December 2007 – November 2014

- Was responsible for oversight of cashiering and sales floor duties
- Performed customer service sales, escalations and ensured customer satisfaction
- Processed credit card, cash, and check transactions
- Was responsible for ordering and receiving inventory
- Performed transaction review for Fraud and preparation for audit

- Responded to customer inquiries regarding merchandise, products, and services
- Performed work duties in accordance with company safety and security policies and procedures, regulations
- Greeted customers, locating products, price-checking items, and organizing store shelves and displays.
- Answered customer questions about policies, services, and products. Returned carts to store frontends.

### ***Non-medical Care Provider***

#### **Department of Health Care Services** - July 2011 – Currently Employed

- Assist clients with housekeeping and domestic tasks such as vacuuming, dusting, and sweeping, damp mopping kitchen and bath, cleaning stove top, cleaning the counter tops in kitchen and bath areas, cleaning the sink, tub, and toilet, making and changing client's bed, general tidying up, washing, folding, and putting away laundry, emptying trash, wiping and cleaning refrigerator.
- Provide basic and advanced personal care services such as bathing, grooming (shampoo, hair care, shaving, and dental care), dressing, feeding and assistance with eating, support with toileting, skin care, and help changing positions or walking and moving from place to place.
- Perform miscellaneous services such as shopping, running errands, accompanying to medical appointments, grocery shopping, meal preparation and meal clean up.