

# LUSINE NERSISYAN

## COMMUNICATION SPECIALIST



### PROFILE

Experienced and motivated PR and Marketing Manager aspiring to build a dynamic career in marketing, sales, advertising, and brand management. My professional goal is to develop innovative strategies and campaigns that drive brand growth and market presence while ensuring precise and impactful communication. I am passionate about creating compelling brand narratives and fostering meaningful connections between businesses and their audiences.



### WORK EXPERIENCE

#### Central Bank of Armenia

Sep 2023 - Sep 2024

##### PR and Marketing manager

- Cultivate and maintain media relations with media outlets
- Draft and distribute press releases and coordinate interviews with key spokespeople
- Developed and implemented crisis and strategic communication strategy
- Creation of materials of internal and external communication materials and making sure they're aligned with the objectives and messages of the CBA
- Monitor media coverage and public sentiment related to the central bank

#### BOTH YOUNG - START UP (IG: @both.young) Aug 2022 - Sep 2023

##### Founder and creative director

- Creating creative content individually for each client
- Shaping the company's vision and driving its creative direction while ensuring alignment with market trends and audience preferences.
- Creating videos, graphic design visuals for brand positioning in social media
- Developing innovative strategies to strengthen the brand's identity and ensure its relevance in a competitive market.
- Cooperating with different local leading companies from banking to fashion fields.

#### YourTeam Marketing

Feb 2020 - Sep 2023

##### Marketing Project Manager

- Creating and implementing marketing strategies based on client's needs and requests
- Creating content for the projects
- Creating digital campaigns
- Coordinating marketing projects
- Organizing and leading shoots



### EDUCATION

#### Arts in English & Communications

Sep 2019 - May 2023

American University of Armenia | Bachelor degree

Graduated with High honors, specializing in the track of Public Relations

#### Strategic Communication

IULM university | Master's Degree

Sep 2024 - Present



### EXTRA CURRICULAR ACTIVITIES

#### LYNX - START UP

- Founder of a startup PR agency that would help the Armenian and international organizations design their brand and integrate in local/international market
- Designed and created brand guidelines for various new-opened businesses
- Consulted on brand integration for new-opened businesses
- Created and developed branding elements for the companies

### CONTACT

+39 399 2119935

lnersisyan773@gmail.com

Via Cicco Simonetta 16,  
Milano, Italy, 20123

www.linkedin.com/in/lusinenersisyan/

### SKILLS

- Autonomy
- Problem Solving
- Team Work
- Communication
- Ability to plan and organize
- Critical Thinking
- Learn continuously

### LANGUAGES

- English (Native)
- Armenian (Native)
- Italian (Beginner)
- Russian (Fluent)

### COURSES AND CERTIFICATIONS

- Junior Eurovision Host  
JESC 2022
- Digital Advertising  
TCF crowdfunding agency
- Advanced Google Analytics  
Google Academy
- CyberGen 2024  
Central Bank of Armenia
- Doing Digital AI forum  
Spring PR agency