



Sargis Khachatryan

Content Writer

Personal Info

 khachatryansb@gmail.com

 +37477963121

Education

- **Bachelor's Degree in Linguistics and Culture**
YSU, Faculty of Romance and Germanic Philology
Sep 2013 - Jun 2019

Skills

Content Writing - Experienced

Copywriting - Experienced

On-Page Search Engine Optimization - Experienced

Video Editing - Experienced

Voice-over artist - Beginner

Video Editing Tools (Premiere Pro) - Experienced

Keyword Research (Google Keyword Planner) - Beginner

Microsoft Office (Docs/Sheets) - Experienced

Languages

Armenian - Native Speaker

English - Fluent

Russian - Very Good

Summary

Curious about what's fresh and trendy at the corners of the digital marketing world...

Work Experience

Copywriter, SoftConstruct, Yerevan

March 2021 - Present

- Wrote short-form copies (posts, insights, data comparisons and other engaging content) for the [Telegram Page of Esports Armenia](#).
- Wrote short and long-form articles for [Esports Armenia Website](#)
- Generated ideas for creative and educational video materials for its [TikTok/Facebook](#) pages
- Created Content for the [YouTube](#) channel of the **Armenian Esports Federation**
- Collaborated with FAST TV, for the weekly [Esports Coverage Programme](#) "CyberNews"
- Participated in organizing local tournaments throughout the years 2021-2024.

SEO-Content Writer, Ensigame (Freelance), Remote

September 2022 - January 2024

- Created long-form articles and daily news for Gaming and Esports website [Ensigame](#)
- Collaborated with the SEO team to ensure meeting the needed on-page optimization tasks.

SEO-Content Writer, Lead Avenue, Yerevan

February 2020 - May 2020

- Wrote search engine-optimized articles for [Lendersadvance](#)
- Wrote search engine-optimized articles for [ShinyLoans](#)
- Collaborated with the SEO-team to follow the content update strategies and offer fresh content ideas.

Call Center Operator, EnviroTech, Yerevan

November 2020 - February 2021

- Worked as a call center operator for Crypto Services provider [Avatrade](#) in English/Russian languages.

Links

[Linkedin](#)

Freelance Writer, New Gen Luxury (Freelance), Remote (The Netherlands)

January 2020 - January 2021

- Generated content for digital luxury magazine - New Gen Luxury, including SEO-friendly articles and short form posts on trending topics about Lifestyle / Tech / Gear / Luxury Cars etc.

Military Service

Compulsory Military Service

June 2014 - June 2016

Courses

Front-End Web Development , IT-TALENTS (Junior)

September 2019 - January 2020