

## PERSONAL INFORMATION



## Hripsime Toroyan

 51/4 Davtashen, 0054 Erevan (Armenia)

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Date of birth 12/02/1995

## WORK EXPERIENCE

May 2018–Jul 2018

## Retention Specialist

Telcell CJSC, Yerevan (Armenia)

- Working with big Data Base,
- Creating and sending E-mail, SMS and Viber campaigns for different types of segments,
- Working with developers, designers and copywriters

May 2017–Apr 2018

## Jr. Retention Specialist

Digitain, LLC, Yerevan (Armenia)

- Targeting / Segmentation (working with big DB),
- Creating and sending E-mail and SMS campaigns for different types of targets,
- Creating landing pages for each campaign,
- Working with teams of Design, Copywriting, Front-End Development, Analytics

Oct 2016–Feb 2017

## Commercial Department Specialist

Grand Candy, LLC

- Import,
- Relations with foreign suppliers,
- Relations with logistics companies

Jul 2016–Sep 2016

## Intern

Volt Ltd., Yerevan (Armenia)

- Marketing,
- Creative Services

Feb 2016–Mar 2016

## Intern

Rusal-Armenal CJSC, Erevan (Armenia)

- Internship in quality management,
- Quality control and management in each step of aluminium foil production process

Sep 2016

## Volunteer

G2IA (Groupement Interprofessionnel International Arménien), Erevan (Armenia)

- Organisation of festival "Treasures of Odzun",
- Media,
- Tourist agencies

Jun 2015–Oct 2015

### Event Organiser

Dzmeruk Party Planner, Erevan (Armenia)

- Organisation of parties for children

Oct 2015

### Volunteer

The 31st session of the Conference of Foreign Ministers of Francophonie

## EDUCATION AND TRAINING

2012–2016

French University of Armenia

Bachelor's Degree in *Management*:

- *Business Administration*,
- *Finance and Control*,
- *Accounting*.

2016–2018

Armenian State University of Economics

Master's Degree in *Marketing Research*

## PERSONAL SKILLS

Mother tongue(s)

Armenian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Russian	C2	C2	C2	C2	C2
French	C1	C1	B2	B2	C1
English	C2	C1	B2	B2	C1
Spanish	B2	B1	A1	A1	A2
German	B1	A2	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

Communication skills

- very good contact and persuasive skills gained during my experience in Digitain, Telcell and Grand Candy
- good contact skills with children gained through my experience in Dzmeruk Party Planner,
- good communication skills gained as volunteer in G2IA and during the 31st session of Conference of Foreign Ministers of Francophonie,

Organisational / managerial skills

- good task management and managerial skills gained as retention specialist in Digitain and Telcell, responsible for designers' and copywriters' tasks,
- good organisational skills gained as event organiser in Dzmeruk Party Planner and as responsible for Media in G2IA

## Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Basic user	Basic user	Basic user	Basic user

Digital skills - Self-assessment grid

- good command of MS Office 2010,
- basic command of Adobe Dreamweaver CC,
- a little knowledge of HTML and CSS (not writing from blank page, but changing, understanding and finding what's needed in an already written code)

## ADDITIONAL INFORMATION

## Interests

- Yoga ,
- Video Games,
- Sketching,
- Hair-cutting,
- Knitting

## References

## Referee Contact Details:

- Edgar Davtyan, Head of Commercial Department at Telcell CJSC, +374 55231088
- Mikayel Aznauryan, Head of Marketing at Digitain LLC, +374 99818011