

ALAVERDYAN HAYK



Contact

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Languages

Armenian – Native
English – Advanced
Russian – Advanced

Summary

A passionate, analytical, creative Marketer working with world leading consumer goods brands. Concentrating on delivering outstanding consumer experiences via best-in-class brand initiatives. Marketing enthusiast, with global mindset, commercial and creative vision, positive can-do attitude and strong ownership. Enjoying challenges, always persevering to achieve best results, a true team player and hard worker, able to define and implement proven successful strategic brand plans.

Skill Highlights

- Advertising skills
- Strong decision maker
- Complex problem solver
- Marketing skills
- Negotiation skills
- Service-focused

Experience

Work and Travel: Summer 2018

Virginia Beach, Virginia, USA

- Manager “Virginia Beach Movers” LLC,
- Beach attendant “Boucher Brothers, Hilton”

Finex Floors: Full Time 2017 – 2019

Yerevan, Armenia

- Brand Manager of **Finex** wooden floors

Andaco LLC: Full Time 2021 – 2023

Yerevan, Armenia

- Brand Manager of **Jack Daniel’s** and **Finlandia Vodka**

Coca-Cola HBC Armenia: Full Time 2023 – 2023

Yerevan, Armenia

- Head of **Coca-Cola** Retail Marketing

Military Service

Ministry of Defense, Armenia: 2014 – 2016

Scanning, editing and organization of maps in archives, execution of commands and orders from direct supervision. Training of new military personnel.

Education

Bachelor’s degree in English and Communications: 2013 – 2019
American University of Armenia