Zarmine Zeitountsian

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# Management Professional

***Communications • Marketing • Management • Financial***

Motivated business professional with MBA degree, extensive experience in commercial and non-profit sectors, successful track record of entrepreneurial and marketing leadership and efficient project management. Over 10 year of experience in Marketing Communications, with a skill of seeing the big picture, with strong visual sense, excellent writing skills, and ability to translate marketing ideas and design concepts across all organizational levels. Expertise in directing the creation of strategic business and marketing plans and steering the execution of marketing, organizational, and business objectives. Solid experience in working in fast-paced environments demanding strong organizational, problem-solving, facilitation, technical and interpersonal skills. Proficient in English, Armenian, Russian, some spoken French and Arabic. A confident and concise communicator; able to deliver enthusiastic presentations with clarity and humor to diverse audiences.

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|  | Core Qualifications |  |

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| * Public and Media relations
* Corporate Image building
* Corporate Communications
* Budget Preparation/Administration
* Editorial and Design Coordination
* Public speaking
 | * Strategic Planning
* New Market Penetration
* Marketing Collateral Development
* Direct Marketing Programs
* Project Management
* Event Planning and Organization
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|  | Professional Experience**AMERICAN UNIVERSITY OF ARMENIA -** 2014-current**DIRECTOR, COMMUNICATIONS DEPARTMENT** Yerevan, Armenia Responsible for increasing the visibility of the university and ensuring the promotion of the university events and activities to targeted audiences using appropriate communication venues and mediums.Collaborate with the University stakeholders, including faculty, students, and staff to develop content for the University website. Work with the Admissions Office and academic Chairs to develop recruitment publications, e-communications and other marketing strategies for prospective students. Develop robust online presence including developing a successful presence on Facebook and Twitter and other social media outlets. Develop and distribute targeted newsletters for alumni, other stakeholders. Plan and implement strategy to enhance exposure in the local and international press. |  |

**RVVZ FOUNDATION, UWC DILIJAN COLLEGE –** 2012 –present

**DIRECTOR, COMMUNICATIONS AND DEVELOPMENT DEPARTMENT**

Yerevan, Armenia

Responsible for planning, development and implementation of the PR and communications strategies, public relations activities, both external and internal for RVVZ Social Entrepreneurship projects. Develop and conduct implementation of support materials and services for communications and public relations. Directs the efforts of communications and public relations staff, supports and participates in marketing activities, coordinates at the strategic and tactical levels with the other functions of the organization. Maintain close relationship with UWC International to ensure the coherence of the promotional and marketing efforts, establish partnerships with local and international organizations for collaboration through MoU signing, organize and participate in promotional events such as education fairs, street festivals, international organization visits and art exhibitions, produce media kits for target shareholders.

***Selected Contributions:***

* Developed new UWC Dilijan College Strategic Marketing Plan.
* Developed the mission, vision and core values of the Dilijan International School of Armenia.
* Developed Dilijan International School promotion plan for Armenia and Diaspora – 280 applications for 2014 academic year.
* Coordinated the launch of the UWC in Armenia Facebook page achieving over 2000 likes in three months.
* Initiated the “Monthly Fact Sheet” project for UWC Dilijan.
* Facilitated the school’s licensing process with the RA government.
* Developed and implemented Internal and external communications plan.
* Responsible for KPI development for all RVVZ projects.
* Developed promotion plans for tourism projects initiated within the organization
* Directed and managed the development of the fundraising collateral for two major projects.
* Wrote advertising texts for TV commercials and paper advertising.
* Acted as a media spokesperson on numerous television and radio programs to promote UWC Dilijan’s mission and to promote upcoming events.

**DIGITAL LIBRARY OF THE CLASSICAL ARMENIAN LITERATURE AT AUA -** 2010-2012

**MARKETING CONSULTANT**

Yerevan, Armenia

Developed Evaluation and Action Plans for Digilib’s long-term sustainability strategy. Revised and updated marketing plans. Suggested revenue generating mechanisms via subscriptions and developing new products for wider audiences. Complied a comprehensive list of all Digilib constituencies, including local and international academic institutions, government, Foundations, IT and communications industry representatives for institutional subscriptions. Developed the open content and pricing strategies, established payment systems for online subscriptions, developed Q&A sample for the website, researched electronic reading market, prepared presentation materials and brochures, assisted in developing legal agreements for the library, set-up and prepared monthly newsletters to over 2500 recipients, prepared and managed timelines for product implementation, established contacts with UCLA, University of Michigan and the University of Oxford.

**NATIONAL COMPETITIVENESS FOUNDATION OF ARMENIA – 2010-2011**

**TATEV REVIVAL PROJECT – PROGRAM MANAGER**

Yerevan, Armenia

Responsible and accountable for the coordinated management of Tatev Revival Project with multiple related sub-projects directed toward NCFA strategic business and organizational objectives. Build credibility, establish rapport, and maintain communication with stakeholders at multiple levels, including those external to the organization. Maintain continuous alignment of program scope with strategic business objectives, and make recommendations to modify the program to enhance effectiveness toward the business result or strategic intent. Work closely with the RA government to ensure positive investment infrastructure in Tatev region. Coach, mentor and lead project team within an implementation based team environment.

***Selected Contributions:***

* Developed the Project Charter within PMI guidelines and presented it to the Board of Directors of NCFA
* Developed pilot PPP projects for implementation.
* Worked closely with the local government and communities and guaranteed their full financial and human capital support of the program.
* As a member of inter-agency government body for Tatev related issues, led the urban infrastructure initiative and achieved land use/zoning enforcement authorization from the RA Government.
* Established partnerships with Community Based Organizations (CBO) and secured long-term community development programs and their implementation by four CBOs.
* Assisted in developing the major guidelines for Bed and Breakfast project and secured $100,000 micro-loan for its implementation.

**TATEV REVIVAL PROJECT – ASSISTANT FUNDRAISING DIRECTOR**

Yerevan, Armenia

Developed the short-term and long-term fundraising strategy for the project for mid-scale donors. Established donor communication and stewardship guidelines for the organization. For the tramway opening event on October 16, 2010, managed all aspects of fundraising activities, including the development of the fundraising “menu”, case statement, marketing collateral and visual presentation of the Tatev Monastery. Managed the pilot presentations of the Tatev Rotating Museum, Syunik National Cuisine Revival and Arts and Crafts projects. Managed a large team of NCFA staff, outside contractors and 25 volunteers.

Researched internationally recognized fundraising companies, developed NCFA professional fundraising needs guidelines and negotiated with five fundraising consulting companies to obtain development proposals.

***Selected Contributions:***

* Raised $125,000 during the one-day Aerial Tramway opening event
* Initiated one of the first crowd-funding campaigns in Armenia and raised about $10,000 from small-scale donors in two weeks through the I-Buy international fundraising campaign –
* Obtained fundraising proposals from three internationally recognized consulting companies and presented it to the Board of Directors of NCFA

**BEYOND EDEN – EXECUTIVE DIRECTOR/CO-FOUNDER** 2008-Present

Los Angeles, CA

www.beyondedenartfair.com

Founded and managed first-time annual multi-gallery art fair celebrating the New Contemporary art scene in the United States in a 20,000 sq.f. Municipal Art Gallery of Los Angeles. Established strategic alliances with the City of Los Angeles art organizations and developed long-term relationships with sponsors, such as Museum of Contemporary Art, Department of Cultural Affairs of Los Angeles and Neighborhood Councils. Developed and carefully executed the budget and managed and supervised the critical path/timeline for the event. Responsible for securing and negotiating with sponsors and vendors. Assisted in publicity and reached out to corporate, media and in-kind sponsors. Planned entertainment for inside and outside, including live performances and artist talks.

***Selected Contributions:***

* 6000 people attended the event in three days, among which some of the most prominent art collectors in Los Angeles and MOCA Board Members.
* Media coverage in numerous Los Angeles art and social publications.
* Established long-term relationships with government and local art organizations.

**BLACK MARIA ART GALLERY – FOUNDER AND DIRECTOR**, 2005 – 2010

Los Angeles, California

Founded and managed a successful art gallery. Responsible for public relations and promotion of monthly art exhibitions; drafted press releases, reach out to media, build strategic partnerships with art organizations. Coordinated website updates as well as artists portfolios. Responsible for all financial aspects, including but not limited to payments, invoicing, budgeting and costs analysis. Maintain up-to-date contract agreements with artists and clients.

***Selected Contributions:***

* Co-curated, organized and managed over 50 art exhibitions.
* Gained a strong brand recognition that resulted in local media coverage, including Los Angeles Times.
* Successful marketing and publicity that contributed to several sold out art exhibitions
* Developed a list of over 5900 individuals within the art community worldwide.

**COMMERCIAL RELATIONSHIP MANAGER**, 1997 – 2001

Wells Fargo Bank, Regional Commercial Banking Office – Los Angeles, CA

* Participated in business development efforts to execute integrated sales strategies to support business growth and increase market share by identifying qualified referrals and prospects and maintaining strong and profitable relationships with clients.
* Originated, evaluated and underwrote transactions related to traditional commercial lending, long-term mortgage financing and asset-based loans, providing risk assessment, structuring credit terms and coordinating the due diligent effort.
* Focused on commercial banking relationship management. Represented the bank in developing and maintaining client relationships with customers and prospects and generating revenues.
* Through the development of case studies from various departments of the Bank, developed credit decision-making skills. Studied of lenders analysis of company’s financial statements and evaluate credit risks.
* Coordinated new Cash Management product training and implementation

**PERSONAL BANKING OFFICER**, 1995 – 1997

Wells Fargo Bank, Consumer Banking – Los Angeles, CA

**Selected Contributions:**

* Consistently ranked number one in sales in Los Angeles Division.
* Ranked number one salesperson in California among 900 salespeople.
* Received more than 10 Best Customer Service Awards

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|  | **TEACHING EXPERIENCE**  |  |

* **IAB Training Center** - Sales Skills trainings
* **USAID CEED PROGRAM** – Personal and Institutional Sales – class and follow-up personal mentorship
* **TATEV REVIVAL PROJECT** – Volunteer trainings - mentorship and field training

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|  | **Education & Credentials** |  |

**Master’s in Business Management**, (2001-2004) **∙** California State University – Los Angeles, CA

**Credit Management Training** (1999) Wells Fargo Bank Corporate Headquarters – San Francisco, CA

**Banking and Finance** (1992-1993) **∙** Academy of Finance – Moscow, Russia

**Bachelors in Business Administration, Arabic Language and Literature**, (1985-1990) **∙** Yerevan State University – Armenia

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|  | **community involvement** |  |

* MOCA Contemporaries (Museum of Contemporary Art, Los Angeles) Board member, Membership Committee
* Armenia Dramatic Arts Alliance (Los Angeles, CA): Board member, Marketing and Public Relations
* Anahid Fund (Non-Profit Organization, Los Angeles, CA): Board member, PR and marketing
* Silver Lake Chamber of Commerce (2006): Board member, Secretary
* Juror at Luys Foundation DAP Program, Yerevan, Armenia – 2013
* Mentor and Juror at Startup Cup, Yerevan, Armenia - 2013