

Hrachuhi Barseghyan

MBA, MA, CMCE

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Communication Strategy Consultant (concentration in Business development services, Marketing and PR)

- PR/Marketing specialist (PR/Media Relations/Event Management/Branding/Promo campaign strategy) with around 15 years of experience with different companies across diverse industries.
- Full Member at IMC Armenia – an organization which unites highly qualified management consultants in Armenia.
- Internationally certified management consultant (Institute of Consulting, UK)
- Experienced in academic and non-formal education

More than 150 projects implemented during 2006 to 2016 period

Companies and projects included but are not limited to:

Converse Bank Armenia (development of yearbook content), ReAnimania International Animation Film Festival of Yerevan (development and implementation of marketing strategy), USA InterCargo (development and implementation of marketing strategy), CityMobil (development and implementation of new market entry strategy), Judo European Youth Championship (development and implementation of marketing strategy), Make-Up Studio (development and implementation of marketing strategy), Modd-Events French-Armenian Company (numerous projects related to marketing and PR activities), UITE (development of brandbook for various projects including development of brand platforms), Nobel Days in Armenia (full PR-support of the event), Microsoft Armenia (full PR support of an international conference), and others.

Skills

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|-------------------------------------------------------------|-------------------------------------------------------------------|
| • Development of Strategies (Organization, Marketing & PR) | • Focus Group & Market Research |
| • Mentorship, Management of Groups, Internal Communications | • Web & Print Content Development |
| • Product Positioning & Branding | • Fundraising Strategies and Implementation of Campaigns |
| • Public & Media Relations | • Corporate Communications |
| | • Development and implementation of academic and training courses |

Professional Experience

ARPR HOLDING LLC, YEREVAN, RA

Founder and CEO, 8/2013 to present

Marketing and PR Consulting and project implementation firm which provides services to local and international companies and organizations mainly concentrating on the IT industry and startups.

Selected Accomplishments:

- Developed all marketing, PR, CSR strategies, tactical plans, branding and rebranding concepts, guidelines for media relations, CSR, and organizational development activities, internal policies, activity plan and budget for the organization and clients.
- Developed marketing, PR and communications strategies and implementation guidelines for clients.

- Negotiations with various entities (NGO, commercial, ministries) for broadening the organization's scope.
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HURRYAPP MOBILE APPLICATION, YEREVAN, RA

Co-founder and Director of Marketing, 3/2016 to present

A game-changing marketing tool which is now going international mainly through marketing campaigns. After 10 hours of the release the app occupied 4th row in local downloads chart.

Selected Accomplishments:

- Co-developed the idea of the mobile app.
- Developed marketing strategies, tactical plans, branding concepts and brand platform, for the organization.
- Coordinated numerous events related to the app usage.
- Managed the project starting with the idea initiation phase.

CASCADE FASHION SHOW, YEREVAN, RA

Co-founder and Director of Marketing, 11/2015 to present

A Pan-Armenian platform which unites fashion industry players worldwide to revive apparel industry in Armenia. This mainly shapes the role of Director of Marketing which includes relations with local and international donors, strategy development, branding, overall communications, etc.

Selected Accomplishments:

- Developed marketing, PR and communications strategies, action plans for strategy implementation.
- Developed the project's scalability report which identified the main directions of activities and essential partners of the project.

RRR MINERAL WATER PLANT CJSC, YEREVAN, RA

Dynamically growing company which represents unique active living alkaline water under the brand name "NOY", and natural mineral water under the brand name "BJNI".

Head of Strategic Development Department, 10/2013 to 7/2014

Bjni Brand Manager, 5/2013 to 9/2013

The function of the department included Strategic and Tactical Marketing, Strategic Public Relations, Corporate Social Responsibility, Organizational Development, some functions of HR mainly internal communications.

Selected Accomplishments:

- Developed all marketing, PR, CSR concepts, strategies and tactical plans, rebranding concepts, guidelines for media relations, CSR, and organizational development activities, internal policies, activity plan and budget for the department
- Coordinated designer/creative agency activities (advertising concept development, shooting, design), market research implemented by outsource agency directed to new product development and market entry strategy development.

RVVZ FOUNDATION (CURRENTLY IDEA FOUNDATION), YEREVAN, RA

Social entrepreneurship foundation implementing over 20 projects in Armenia, Karabakh, Russian Federation, Georgia such as Tatev Gateway (includes the world's longest aerial tramway Wings of Tatev), UWC Dillijan and others.

Internal and External Communications Manager, 4/2012 to 2/2013

The function of the position was management of internal and external communications, development of PR strategies for the organization's projects, development of media plans, implementation of media

relations, development of PR/Marketing related documents, ongoing media monitoring, establishing effective relations with partners etc.

Selected Accomplishments:

- Developed marketing plans, media policies, media plans, promotion plans for the organization's projects, internal newsletter, guidelines for media relations and established effective relation with media, internal policies on Staff's social media activities, Internal Information flow and Information bank, implemented PR audit
- Coordinated the company's and its projects brand book development, developed brand platforms for them, developed the organizations mission and vision, coordinated website development
- Suggested "Armenian" model of social entrepreneurship basing on the desk research, developed communications strategy for the project together with the activity plan
- Developed and edited the organization's web content.

NATIONAL COMPETITIVENESS FOUNDATION OF ARMENIA (CURRENTLY DEVELOPMENT FUND OF ARMENIA), YEREVAN, RA

PPP Model independent entity founded through a partnership between the Government of Armenia and a group of leading representatives of the private sector from the United States, Russia, the European Union and the Middle East.

Public Relations coordination consultant, 7/2010 to 6/2011

The function included the management of PR department, development of PR plans for a variety of events and projects. Usage of an integrated approach to involve as many media as possible which would draw the attention of potential investors for the projects implemented by the foundation

Selected Accomplishments:

- Fundraising - designed and implemented I-Buy donation (crowd-funding) campaign
- Media relations - developed communication tactics for Tatev Revival Project for 2011-2016, communication tactics for Armenian tourism Southern Corridor for 2011-2015, organized various press events (press conferences, press trips, interviews etc.), including all PR document development, international media relations during Tatev Revival Project inauguration and launch of "Wings of Tatev" aerial tramway
- Internal communications - internal and external reports, internal newsletter (9 issues), policy development

Teaching Experience

AMERICAN UNIVERSITY OF ARMENIA, YEREVAN, RA

Adjunct Faculty, 1/2016 to present

- Teaching ***Principles of Marketing course*** to sophomores of College of Business and Economics. Number of students – 43.

Trainer, 3/2010 5/2010

- Taught "Practical Public Relations" course in Extensions. Number of students – 11.

RUSSIAN-ARMENIAN (SLAVONIC) UNIVERSITY, YEREVAN, RA

Adjunct Faculty, 1/2016 to present

- Teaching ***Public Relations Project Management*** to 1st year master students of School of Media Studies, Journalism and Advertising. Number of students – 8.

Lecturer at Tourism and Advertising department, 2/2006 – 10/2011

- Taught ***Public Relations*** in the department of Tourism and Advertising. Number of students - 80 (annually)

GRADUATE SCHOOL OF CORPORATE MANAGEMENT – Yerevan, RA

Trainer, 9/2010 – 12/2014

- Conducted ***Public Relations and Advertising Management, Convincing Public Speech*** short-term trainings as well as PR unit for Executive MBA course implemented by the institution.

YEREVAN STATE UNIVERSITY – Yerevan, RA

Lecturer at Sociology department, 9/2006 – 1/2012

Lecturer at Sociology and Journalism departments, 9/2005 – 9/2006

- Conducted **“Social Marketing”** and **“Corporate PR”** courses for the Department of Sociology, YSU. Number of students - 40
- Prepared handbook “PR texts and Media Planning”
- Prepared and implemented Distance learning course for PR Managers (requalification course) by Sociology department at YSU; 2 courses – “PR Texts and Media planning” and “Corporate PR”

To view full work experience click [here](#)

Technology

Software: Adobe Package (InDesign, Photoshop, Audition, others), MS Office (Word, Excel, PowerPoint, MS Project, MS Visio etc.)

Language knowledge

Armenian: Native
English: Excellent
Russian: Excellent

Education

AMERICAN UNIVERSITY OF ARMENIA – Yerevan, Armenia

- **MBA, General Concentration** 2013 - 2015

YEREVAN STATE UNIVERSITY – Yerevan, Armenia

- **Master’s**: Journalism/PR | **Baccalaureate**: Journalism | Graduated with high honors

Professional trainings

BUSINESS APPLICATIONS USING RISK ANALYSIS – Yerevan, Armenia, 5/2014

International Centre of Agribusiness Research and Education

MARKETING AND SELLING CONSULTING SERVICES – Yerevan, Armenia, 3/2014

Delivered by IMC Armenia, in frames of KnowHow Series of EBRD

REPUTATION MANAGEMENT - Yerevan Armenia, 11/2012

Chartered Institute of Public Relations (UK)

CRISIS COMMUNICATION MANAGEMENT- Yerevan, Armenia, 11/2012

Chartered Institute of Public Relations (UK)

CORE CONSULTANCY SKILLS AND PROFESSIONAL ETHICS TRAINING – Yerevan, Armenia, 3/2012

Exponential Trainings (UK)

Internationally renowned CMCE Certificate received with permission to use “CMCE” title as internationally certified management consultant

WOMEN ENTREPRENEURSHIP PROGRAM, AUA EXTENSIONS – Yerevan, Armenia, 6/2009 – 7/2009

Certificate received (third prize for the presented business plan)