

ABOUT ME

I experiment and try out various ways to improve things. I use data to understand what is, or isn't working, and why. I get things done, and believe that quick iterations lead to better results.

SKILLS

Product Management
Competitive Analysis
UI Design & UX Design
Prototyping
Behavioral Marketing
eCommerce & Digital Marketing
Team Management & Mentoring
Driving Growth & Change

TOOLS

JIRA, Asana
Google Tag Manager
Google Analytics
Adobe XD
InVision
Mail

AWARDS

Bronze Medal at the 2005 International Mathematics
Bronze Medal at the 2005 at the International Olympiad for Univerity Students in Tehran
Winner of State Mathematical Olympiads (Yerevan, Armenia)

EVENTS

ProductTank Yerevan Organizer
ProductCamp Yerevan Organizer

EXPERIENCE

Senior Product Owner

Synergy International Systems

May 2017 - Present

Driving, managing, and organizing the product development cycle.

- Setting up processes and software to boost planning, tracking and collaboration.
- Leading the development of core product lines.
- Leading the design process.

Product and Process Manager

Teamable

Jan 2017 - April 2017

- Implemented agile workflows to build high-performing teams.
- Set-up project management tools to support both the development process and feedback flow from and to the customer facing agents / executives.
- Redesigned and revamped the software in some key areas.

Head of Digital Marketing and Design, Product Manager

Ginosi Apartels

Jul 2014 - Dec 2016

- Rebranded the company from Ginosi Apartments to Ginosi Apartels.
- Managed the design team, launched several mobile applications.
- Increased direct sales through website 5x (Q3 2016 vs Q1 2014).
- Created a robust analytics system.
- Managed the design team.

Product Manager, Digital Marketing Engineer

Ginosi Apartels

Dec 2013 - Jun 2014

- Redesigned the company's website (eCommerce + Brand).
- Created an effective and well groomed backlog for the redesign.
- Launched the new website without losing organic traffic after the release.

Analytical Marketeer

Ginosi Apartels

Jan 2013 - Nov 2013

- Performed technical audit and optimization for the company's website.
- Increased the direct sales through website (9x, Q4 2013 vs Q2 2013).
- Rebranded the company from Ginosi.com to Ginosi Apartments.

IT Specialist

Coca Cola HBCA

May 2011 - Sep 2011

Mathematics Lecturer (Contract)

Instigate CJSC

Oct 2010 - Dec 2010

Analytical Engineer

Antel Design LLC

Jun 2010 - Nov 2010

EDUCATION

Master of Advanced Studies in Mathematics

University of Cambridge

Oct 2011 - Jun 2012

Master of Mathematics

Yerevan State University

Sep 2005 - Jun 2011