

PERSONAL INFORMATION



Lilit Janikyan

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 [LinkedIn](https://www.linkedin.com/in/lilit-janikyan/) <https://www.linkedin.com/in/lilit-janikyan/>

Sex Female | Date of birth 17/10/1997 | Nationality Armenian

WORK EXPERIENCE

Dec 2016–Present

Digital Marketing Specialist

Yerevan (Armenia)

- Brand Development
- Promotion Strategy
- Solid Content Strategy
- Analytical Research

Oct 2017

Volunteering

skill.am, Yerevan (Armenia)

EDUCATION AND TRAINING

Sep 2015–Present

Bachelor's Degree in Translation and Intercultural Communication

Yerevan Brusov State University of Languages and Social Sciences, Yerevan (Armenia)

- English, French, Russian
- Stylistics, Phonetics, Lexicology
- Translation and Interpretation, Intercultural Communication

Oct 2017

Certificate in Social Media Marketing

Digital Factory, Yerevan (Armenia)

- Strategy planning
- Optimizing content and technology
- Writing skills
- Analytical skills
- Paid social basics

Jul 2019–Aug 2021

Inbound Certification

Hubspot Academy

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Apr 2019

Certificate in Digital Marketing

Digital Factory

- SEO
- PPC
- Email Marketing

- Display Marketing
- Influencer Marketing
- SMM
- Google Analytics
- Mobile Marketing
- Content Strategy

PERSONAL SKILLS

Mother tongue(s) Armenian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	C1
Russian	C1	B2	B2	B2	B2
French	A1	A1	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

- Written Communication
- Friendliness and Respect
- Absorbing, sharing, and understanding
- Listening to others when they communicate, asking questions to better understand
- Open-Mindedness

Organisational / managerial skills

- Team management
- Leadership
- Strategic thinking
- Project Management
- Flexibility and Adaptability

Digital skills

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

Digital skills - Self-assessment grid

- Social Media
- Search Engine Marketing
- Search engine optimization (SEO)
- Adobe Illustrator
- Microsoft office skills
- WordPress
- PowerPoint

ATTACHMENTS

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Inbound Marketing Certified

Lilit Janikyan

The bearer of this certificate is hereby deemed fully capable and skilled in applying inbound marketing techniques. They have been tested on best practices and are ready to take an inbound approach to creating content, using social promotion, converting and nurturing leads, and marketing to customers.

Certified: Jul 5 2019 - Valid until: Aug 3 2021

Certification code: 938fc260a4a74aee9ea2197423c5ca47

HubSpot Academy



CEO Brian Halligan