



# Eliza Arakelyan

Marketing specialist

📍 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

## Links

 [LinkedIn](#)

## Languages

Russian (Fluent)

Armenian (Native)

English (Fluent)

## About

I am a highly self-motivated individual and love to set myself challenging goals within my work as well as my personal life. Over the past years I have worked in a number of roles, working my way up from an intern to an executive Marketing and Sales position. This has enriched me as a professional and helped me develop transferable skills such as: confidence, capacity for judgement and solid communication, as well as the ability to perform at a high level under pressure. I have had insight into the importance of teamwork within a company and I am seen as a team player, who understands the importance of respecting each other's opinion to help play to our strengths.

### BRANDS WORKED WITH

IDeA Foundation

Rock Berry LLC

## Experience

### ● Head of Marketing and Sales

Rock Berry LLC | Jun 2022 - Sep 2022

- Organised the entrance of the product to the Gulf countries (UAE, Qatar, Bahrain, Oman). Contacted and closed sales with over 12 major companies, selling over 200 tons of berries in the above-mentioned countries only.
- Managed and coordinated the sales team, ensuring meeting the set targets, regularly providing feedback and guidance on improvement. Promoted local market sales through assigning the sales team to various sectors where there is a demand for berries, including HoReCa, retail, and distributor companies.
- Aided the recruiter in hiring sales staff, through conducting interviews, developing work samples and tasks for the candidates.
- Managed customer relationships in all the markets where the berries are sold, including asking for feedbacks, finding opportunities for further cooperation and ensuring proactive responsiveness.
- Created a new marketing strategy and updated the sales strategies according to the market trends.
- Periodically reported the sales reports and forecasts to senior managers and discussed future areas of focus.

### ● Marketing and PR Specialist

Rock Berry LLC | Jul 2021 - May 2022

- Built the content for company's website (rockberry.am).
- Conducted digital marketing, managing Instagram, Facebook, and LinkedIn accounts. Created various campaigns, such as health awareness and product differentiation, to promote the company, increase brand awareness, and find potential partners in Eurasian Economic Union.
- Organised international partners' visits to the company, managing the communications and facilitating meetings. Contributed to the company obtaining a new key partner in Russia, receiving a Global G.A.P. certificate, and building two more phases of strawberry greenhouses.
- Organised company's participation in international exhibitions (Agriteq exhibition, Doha, and Fruit Logistica, Berlin). Coordinated pavilion design, logistics, exhibitor accommodation. Arranged meetings and maintained communication with potential partners and customers.



### ● Marketing intern

IDeA Foundation | Feb 2021 - May 2021

- Managed social media accounts (Facebook, Instagram) of Wings of Tatev, Vevchik Park, and Gyumri Friendship Park. Created photo, video content for the promotion of the accounts.