



LANA GEVORKIAN

Hey there! My name is Lana. I'm a seasoned marketing manager with 7+ years experience in the CPG industry.

CONTACT

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EDUCATION

McMaster University 2019
Degroote School of Business
Honours Bachelor of Commerce

SKILLS & EXPERTISE

- Strategic Planning and Execution
- Budget Management and Forecasting
- Brand Development
- Digital Marketing (Social Media, Email, SEO, PPC)
- Market Research and Analysis
- Excellent Communications Skills
- Adobe Creative Suites
- Microsoft Office Suite
- HubSpot CRM
- Public Relations and Media Relations

MARKETING MANAGER

WORK EXPERIENCE

08/2023 – 04/2024

Marketing Manager

CannMart Inc

- Promoted to Marketing Manager, orchestrating national campaigns with a team of junior graphic designers and sales reps, highlighting exceptional leadership and collaboration.
- Assisted Brand Manager during trade show events, ensuring smooth execution to maximize event impact and engagement.
- Spearheaded the development and execution of a budtender education program aimed at enhancing brand visibility and product sampling.

08/2022 – 08/2023

Brand Communications Associate

- Executed dynamic communication strategies using email marketing and social media, boosting brand visibility and online presence for CPG products, resulting in substantial market impact.

12/2021 – 08/2022

Brand Manager

Zoomies Canada

- Spearheaded the launch of a new subscription box and review program, aimed at enhancing buyer trust and legitimacy, resulting in a notable increase in positive feedback, and customer satisfaction ratings.
- Effectively boosted the rate of returning customers, showcasing the program's impact on long-term customer loyalty and retention.
- Key contributor to launching three new in-house CPG brands.

07/2020 – 08/2022

Freelance Marketer

www.ByLana.net/Portfolio

- Freelanced as a marketer and social media coordinator for multiple clients.
- Developed and executed diverse marketing strategies, including OOH advertising and PPC marketing, enhancing sales and visibility.
- Efficiently managed asset creation and organization, led successful website launches, and conducted product photography for e-commerce and social media.
- Contributed to content creation by writing blog posts and conducting Google keyword research, enhancing online visibility and audience engagement.
- Implemented SEO strategies to optimize websites, resulting in improved search engine rankings and increased organic traffic.

07/2019 – 08/2022

Small Business Owner

Misc. Jewellery

- Co-founded and operated Misc. Jewellery, a family-owned small business, leveraging entrepreneurial experience to excel in a successful freelance marketing career.
- Spearheaded the testing and implementation of various marketing strategies and platforms, driving significant business growth and personal fulfillment.