

## **GURGEN HAKOBYAN**

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## **PROFESSIONAL SUMMARY**

Strategic communications and operations specialist with 8+ years of experience leading public affairs, stakeholder engagement, and media strategy across NGOs, international projects, and government institutions. Proven ability to manage complex multi-stakeholder initiatives, design high-impact campaigns, and deliver national-scale events. Skilled in navigating cross-sector collaboration and driving visibility for mission-driven programs. Fluent in English, Russian, and Armenian.

## **WORK EXPERIENCE**

### **Operations Advisor**

*Children of Armenia Fund (COAF), Yerevan, Armenia | Feb 2023 – Present*

- Advised on strategic communications and operations across education, development, and donor engagement programs.
- Managed implementation of high-impact initiatives and ensure cross-functional coordination between internal teams, corporate partners, and community stakeholders.
- Organized 3+ high-profile events, including public ceremonies and international visits, with audiences exceeding 1,000 attendees.
- Represented COAF at national and international platforms to elevate visibility and deepen strategic partnerships.
- Built 3+ long-term collaborations with private sector and institutional stakeholders to support program expansion.
- Oversaw key operational streams, including logistics, event planning, and stakeholder engagement strategy.
- Participated in the digital transformation process of the Foundation and marketing strategy development for the social enterprises.

### **Communications and Outreach Officer**

*Dexis Consulting Group (USAID Armenia Integrity Project), Yerevan, Armenia | Aug 2021 – Feb 2023*

- Advised government bodies on anti-corruption communications strategies, improving transparency outreach and cross-agency coordination.
- Developed and implemented tailored communication plans for two state institutions in alignment with USAID's integrity and accountability goals.
- Led 5+ capacity-building workshops for NGOs, advancing advocacy, storytelling, and public engagement capabilities.
- Delivered specialized media training sessions for 15+ government press secretaries to enhance press communications and public messaging.

- Managed media relations and created press kits, speeches, and visibility content for national awareness campaigns.
- Facilitated multi-stakeholder collaboration between NGOs and government actors to promote trust and joint action on governance reform.

### **Product Marketing Manager**

*VOLO LLC, Yerevan, Armenia | Sep 2020 – Aug 2021*

- Developed product positioning, pricing strategies, and go-to-market roadmaps for the company's proprietary startup product.
- Conducted in-depth market and competitor research to align offerings with user needs and improve product-market fit.
- Managed the full product lifecycle, from launch planning to post-release analysis and iterative optimization.
- Analyzed real-time user and market data to inform feature development and identify growth opportunities.
- Acted as the communication lead between product, engineering, and sales teams to ensure alignment and on-time execution.

### **Public Relations Officer**

*Tufenkian Foundation, Yerevan, Armenia | May 2019 – Sep 2020*

- Led the foundation's overall communications strategy, including media outreach, impact storytelling, and digital engagement.
- Spearheaded the digital transformation of the donation process, resulting in a 5,000+ increase in online donor audience.
- Created multimedia campaigns highlighting stories from 40+ rural and underserved communities across Armenia.
- Designed and implemented donor engagement initiatives that strengthened long-term funding partnerships and improved donor retention.
- Managed high-profile public events and awareness campaigns to increase visibility and support for the foundation's mission.
- Led the foundation's crisis communications during the 2020 war, serving as the primary coordinator of external messaging and information flow as the organization's assets were located within active conflict zones.

### **Head of PR and Media**

*Yerevan Municipality, Yerevan 2800 Foundation, Yerevan, Armenia | Jan 2018 – Sep 2018*

- Coordinated all public relations and media communications for Yerevan's 2800th-anniversary celebrations, a large-scale municipal initiative involving city-wide events and international outreach.
- Developed and executed a comprehensive PR strategy, including media engagement, press event planning, and visibility campaigns across multiple platforms.
- Designed and implemented crisis communication protocols to manage sensitive messaging during politically volatile periods and operational disruptions.

## **Screenwriter & Creative Team Member (Contract assignments)**

*Pan-Armenian Media Group, Armenia TV, Yerevan, Armenia | Jul 2016 – Aug 2019*

- Wrote and co-developed over 100 original scripts for television, including entertainment and public interest content.
- Collaborated with producers, directors, and editors to shape concepts, refine narratives, and ensure consistent tone and audience engagement across programming.

## **Additional Early Roles**

*Yerevan, Armenia | 2015 – 2017*

- **Communications Manager**, *MegaFood LLC* (Apr 2017 – Oct 2017)  
Supported internal and external communications for a local FMCG company, assisting with campaign materials, vendor coordination, and promotional activities.
- **Logistics & Sales Junior Manager**, *Vega World LLC* (Sep 2015 – Jun 2017)  
Provided operational and customer support in logistics and sales, contributing to inventory coordination, order fulfillment, and retail operations.

## **EDUCATION**

### **Bachelor of Arts in English & Communications**

*American University of Armenia, Yerevan | 2013 – 2017*

### **Bachelor of Laws (International Law Specialization)**

*Yerevan State University, Yerevan | 2013 – 2020*

## **CERTIFICATIONS & TRAINING**

- **App Growth Essentials Course** – SmartGate Venture Capital | Jun 2021
- **USAID Media Compliance Workshop** – USAID Armenia | 2022
- **Eastern Europe Workshop on Conflict Resolution** – U.S. Department of State | Nov 2014
- Participated in 3 additional regional workshops in Tbilisi and Kyiv (2013–2014)

## **KEY SKILLS & TOOLS**

### **Communication Strategy & Public Affairs**

- Strategic Communication Planning
- Media Relations & Press Strategy
- Stakeholder & Donor Engagement
- Crisis Communications & Risk Messaging
- Cross-Sector Partnerships
- Advocacy & Awareness Campaigns

- Policy-Aligned Outreach

### **Project Management & Operations**

- Event Planning & Execution (1,000+ attendees)
- Team Coordination & Workflow Oversight
- Logistics & Implementation Strategy
- Cross-Functional Collaboration
- NGO & Government Program Delivery
- Project Management Tools: Trello | Asana | Slack

### **Digital & Creative Tools**

- Microsoft Office Suite (Advanced)
- Canva | Mailchimp | Google Workspace
- Google Analytics (Basic)
- Adobe Premiere & Photoshop (Basic)

### **LANGUAGES**

- Armenian (Native)
- English (C1 - Professional Proficiency)
- Russian (C1 - Professional Proficiency)