

# VARDAN STEPANIAN

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## PROFESSIONAL SUMMARY

Marketing Analyst equipped with the tools and knowledge needed to advance into senior-level roles within innovative, growth-driven companies. Expert at developing and tracking budget expenses and strong ability to analyze and organize large data sets. Deep technical knowledge with proficient use of QuickSight and Excel programs. Data-driven executive offering 6+ years of success providing marketing and communications leadership within global technology companies across the World. Service-oriented team worker with extensive experience in targeting, strategy, digital media, and content creation. Strong understanding of CRM tools and how they assist in driving customer insight and serve as the foundation for marketing and sales conversion.

## EMPLOYMENT HISTORY

**Sep. 2018 – Present**  
**Yerevan, Armenia**

### **Data Analyst, All.me**

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Monitor industry statistics and follow trends in trade literature.
- Direct trained survey interviewers.
- Develop and implement procedures for identifying advertising needs.

**Jan. 2017 – Present**  
**Berlin, Germany**

### **Senior Data Analyst, Riot Games**

- Interpreting data, analyzing results using statistical techniques
- Developing and implementing data analyses, data collection systems and other strategies that optimize statistical efficiency and quality
- Acquiring data from primary or secondary data sources and maintaining databases
- Providing input into strategic analytical initiatives and represent the analytics team as needed for intercompany initiatives.
- Creating job flows and maintain documentation of processes.
- Maintaining all files of all completed jobs.
- Ensuring all necessary approvals are obtained for assigned jobs.
- Adhering to program and department budgets.

**Jan. 2017 – Sep. 2018**  
**London, United Kingdom**

### **Digital Marketing Manager, Eworld**

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.
- Initiate market research studies or analyze their findings.
- Consult with product development personnel on product specifications such as design, color, or packaging.

**Feb. 2016 – Jan. 2017**  
**Berlin, Germany**

**Senior Database Marketing Analyst, Riot Games**

- Provide input into strategic analytical initiatives and represent the analytics team as needed for intercompany initiatives.
- Create job flows and maintain documentation of processes.
- Maintain all files of all completed jobs.
- Ensure all necessary approvals are obtained for assigned jobs.
- Adhere to program and department budgets.

**Feb. 2014 – Feb. 2016**  
**Berlin, Germany**

**Marketing Data Analyst, Riot games**

- Interpreting data, analyzing results using statistical techniques
- Developing and implementing data analyses, data collection systems and other strategies that optimize statistical efficiency and quality
- Acquiring data from primary or secondary data sources and maintaining databases

**May. 2015 – Sep. 2015**  
**Yerevan, Armenia**

**Statistic, Central Bank of Armenia**

- Establish and maintain relationships with individual or business customers or provide assistance with problems these customers may encounter.
- Examine, evaluate, or process loan applications.
- Network within communities to find and attract new business.
- Approve, reject, or coordinate the approval or rejection of lines of credit or commercial, real estate, or personal loans.
- Plan, direct, or coordinate the activities of workers in branches, offices, or departments of establishments, such as branch banks, brokerage firms, risk and insurance departments, or credit departments.
- Approve, reject, or coordinate the approval or rejection of lines of credit or commercial, real estate, or personal loans.

**SKILLS**

Adobe Full Pack

Experienced

JS

Skillful

Ms Office full pack

Expert

java

Skillful

QuickSight

Expert

Knime

Expert

HTML

Experienced

Google Analytics

Expert

CSS

Skillful

Amazon Web Servers

Experienced

## EDUCATION

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May. 2018

**Bachelor of Science: Numerical analysis**

- State Engineering University of Armenia - Yerevan, Yerevan

May. 2018

**Bachelor of Science: Industrial and Organizational Psychology**

- Universitat Pompeu Fabra - Barcelona, Barcelona

## AWARDS

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**99Designs** Logo Creation Award

**Google partner** award

**TedXKids** certified speaker

## PUBLICATIONS

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**League of legends** [universe page](#)

[Socializing](#) on Medium

## SOCIAL NETWORKS AND PERSONAL LINKS

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Personal Website - [vardst.com](#)

Email: [vardst@gmail.com](mailto:vardst@gmail.com)

### **Socials**

[Facebook](#)

[Medium](#)

[Linkedin](#)