

Anna Vardanyan

Lead generation specialist



Contact



374 95777091



annavardanyan909@gmail.com



www.linkedin.com/in/anna-vardanyan-965a011a0-customersupport

Skills

- Zoho
- Canva
- Snovio
- Reply.io
- Apollo.io
- Hubspot
- Hunter.io
- Crunchbase
- Meta Ads Manager
- LinkedIn Sales Navigator
- Digital Media
- Email Marketing
- Lead Generation
- Risk Management Skills
- CRM Management Skills
- Data-Driven Decision Making
- Customer Support (B2B & B2C)

Languages

English
Russian
Armenian

Profile

SMM and Lead Generation Specialist with extensive experience in B2B and B2C customer support, sales and marketing. Proven track record in enhancing lead quality through targeted strategies, driving significant sales growth, and improving client satisfaction. Adept at nurturing customer relationships and identifying high-potential leads to achieve substantial revenue growth.

Experience

ACBA BANK | 2015- 2025

Customer Support (B2B & B2C)

- Provided customer service to both business and individual clients
- Managed and resolved customer inquiries and issues efficiently
- Implemented customer retention strategies, improving client satisfaction.

Risk Management

- Conducted comprehensive risk assessments for various banking operations.

CRM Management

- Utilized CRM systems to manage and analyze customer interactions and data
- Enhanced customer relationships through personalized communication and service
- Implemented CRM strategies that boosted customer loyalty and sales growth

Double Coconut

Business Development Manager(Project based, 2024)

- Defined Ideal Customer Profiles (ICP) to target high-potential leads
- Created personalized email and LinkedIn outreach
- Leveraged market trends to drive revenue growth.

Education

Management

ASUE
2010-2014

Accounting

ASUE
2015-2017

Trainings

Financial Banking Centre

Customer Service, Customer Relations
2020

Financial Banking Centre

Values-Based Sales Skills Development
2022

ARMENITA

IT Sales
2024 May-August

ClickSlice LTD

Facebook ADS and Facebook Marketing
2024 October

Anton Voroniuk Support

B2B Outbound Lead Generation Mastery
2024 December

Experience

Tech Support

SMM Specialist (2019- 2025)

- Developed and executed social media strategies to increase brand visibility and engagement.
- Managed social media accounts across multiple platforms, creating content that resonated with target audiences.

Lead Generation Specialist (2019- 2025)

- Utilized social media tools and analytics to identify potential leads and convert them into customers.
- Conducted competitive analysis to stay ahead of market trends and adapt strategies accordingly.

WebPartners (2024-present)

Lead Generation Specialist

- Conducted in-depth market research to identify potential leads within various industries.
- Qualified leads through targeted outreach and engagement, ensuring a high conversion rate.
- Worked closely with the sales team to ensure seamless handoff of qualified leads and support the sales process.

SMM Specialist

Managed social media accounts across multiple platforms, creating content that resonated with target audiences.

Vagase

SMM Specialist (2024-2025)

- Content creation (Images and reels included)
- Copywriting for web and social media (Vagase.am)
- Social media strategy creation for increasing brand visibility and engagement.

HMService

SMM Specialist (2024-2025)

- Content creation (Images and reels included)
- Copywriting for web and social media (Hmservice.am)
- Social media strategy creation to increase brand visibility and engagement.