

# Hagop Imasdounian

# Digital Marketing Manager

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## Profile

I'm an analytics-driven marketer, With a thorough understanding of social media marketing, conversion rate optimization, SEO, and content marketing along with a proven track record of driving high quality leads that convert.

- Drove a 500% increase in organic web traffic for Apico.com through SEO and better keyword targeting.
- Captured 4500 highly engaged followers on Instagram in 40 days. @ConsciousCity and another 900-1000 for @MarketMaison and @BcoutureJewelry
- Ran a marketing campaign on Amazon Marketing Services that lead to a \$12,000/month sales increase across all advertised products.

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## Skills/Assets

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|------------------------------|--------------------------|----------------------------|
| ▪ Google Analytics certified | ▪ Social Media Marketing | ▪ Photoshop                |
| ▪ Google Webmaster tools     | ▪ SEO                    | ▪ Lightroom / Photography  |
| ▪ Google Tag Manager         | ▪ Content Creation       | ▪ Wordpress CMS            |
| ▪ Marketo                    | ▪ Content Marketing      | ▪ HTML5 CSS PHP JavaScript |

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## Professional experience

VETS DIGITAL, Toronto, ON *[Digital Agency]*

Aug 2016 to Present (freelance)

### Digital Marketing Consultant

Strategized and directed the digital marketing efforts of our clients along with ensuring all marketing materials align with the brand's ultimate goals and mission statement.

- Created and fostered relationships with inferences that have a potentially high ROI for the business, along with analyzing it afterward.
- Accelerated e-commerce sales growth by an estimated 200% for multiple clients.
- Budgeted and oversaw spending across all digital media, ensuring the budget is spent as efficiently as possible.
- Strategize and supervise the implementation of changes to be made to client websites.
- Implement Hubspot CRM into the client's sales tool belt and analyze potential improvements and eliminate bottlenecks.

LIMELIGHT PLATFORM, Toronto, ON *[SASS Marketing Platform]*

May 2016 to Aug 2016

### Creative & Marketing Intern

Helped redesign [Limelightplatform.com](http://Limelightplatform.com) for a better user experience, along with optimizing all blogs for better SEO performance. Also created microsites using Wordpress for clients such as Mercedes-Benz, Porche, and Granville Island Brewing.

- Greatly improved our insight from data collected through Google Analytics by creating filters, segments, managing tags and UTM links.
- Implemented Google Tag Manager thought-out the site to track conversions more effectively.
- Created concepts for clients using our platform and Wordpress.
- Created topics and outlines for our blog that better targeted our readers and were more viral, as a result, 40% more users entered the site.
- Helped redesign the site leading to a 5% improvement in the bounce rate.
- Implemented tools and practices that directly increased our Twitter followers by 30%.

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## Professional experience (continued)

H+I DIGITAL MARKETING, Toronto, ON [Digital Agency]

Jan 2014 to May 2016

### Digital Marketing Manager & Sales

Designed, developed and optimized multiple websites on both Wordpress and on HTML. Provided tactical guidance to clients to grow their online presence, and ran the brands blogs, SEO/SEM strategies and email marketing further driving for brands online presence.

- Spearheaded Content Marketing / influencer outreach programs for Bcouture Jewelry and was featured by multiple bloggers and Youtubers.
- Constantly tracked conversions and optimized the website UX for better conversions.
- Increased online goal completion rates by 20% through a website redesign.
- Directed writers and content creators on ideas for content that would better target our audience using measured content analysis.
- Audited Content and SEO traffic to find opportunities that could be further explored.
- Ran search engine optimization campaigns for multiple clients.

Rogers Cable Repair, Toronto, On [Cable company]

2012 to 2014

### Technical Support Consultant

Provided an excellent level of customer service to clients was put on projects within six months developed multiple tools for Rogers to increase productivity and customer satisfaction.

- Developed and created a responsive online emulator used nationally by NTSD cable and third party support.
- Designed, developed, and deployed an HTML/CSS and Javascript tool for geo-locating cable servers for use by the second level support and engineers.
- Consistently in the top 10 out of 260 cable repair consultants for monthly score cards.

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## Education

**International Business Administration:** advanced diploma, Seneca College, Toronto On, 2012

**International business:** diploma, Seneca College, Toronto On, 2011

*Technical Summary:*

- Proficient with Marketing and SEO components of Marketo.
- Proficient with Hubspot CRM.
- Experienced in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, Lightroom)
- Deep knowledge of social media platforms Facebook, Twitter, Pinterest, Instagram, Snapchat.
- Deep knowledge of HTML and CSS.
- Basic knowledge of PHP and JavaScript

My portfolio can be found at  
<http://hagop.me>