Ani Knyazyan

SMM specialist & Contnt creator

CONTACT

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Yerevan, Avan Kuchak

SKILLS

- Communication
- Adaptability
- Creativity
- Time management
- Problem-solving
- Networking
- Content Creation
- Video editing
- Copywriting

EDUCATION

- Bachelor's Degree in Armenian-Spanish Translation
  Brusov State University
  2021-2025

LANGUAGES

- Armenian
- English
- Russian

ABOUT ME

I'm an experienced Social Media Specialist with over 2 years of managing the online presence of various brands. I create engaging content tailored to each brand's identity, develop effective social media strategies, and analyze performance data to continuously improve results. I'm passionate about growing communities, increasing engagement, and staying up to date with the latest trends in digital marketing.

EXPERIENCE

Content Creator

2025 October- Present

Alfa Pharm

- Develop creative content strategies that support marketing campaigns and business objectives.
- Produce short-form video content optimized for Instagram Reels,TikTok and Youtube.
- Write persuasive captions and promotional copy tailored to different target audiences.
- Manage content calendars and ensure consistent publishing across social media platforms.
- Analyze content performance using insights and adjust strategies to improve results.
- Research industry trends and transform them into creative, high-performing content ideas.

SMM specialist

2023 August - 2025 October

Metaqse house

- Developed and executed effective social media strategies to boost brand awareness.
- Successfully managed social media account and leading to an 80% increase in overall engagement.
- Actively engaged with audiences by responding to comments and inquiries across all platforms in a timely and professional manner.
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- Increased Instagram followers by 60% through targeted content creation and community-focused strategies.
- Delivered detailed monthly performance reports with data-driven recommendations for ongoing improvement.