

## Edgar Janjutyán

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### SUMMARY

Experienced Marketing (Integrated Marketing Communications) and Business Development professional with 19 years of proven successful practice in fields of:

- Advertising agency/Marketing Expertize/Consulting – United Nations (UNIDO), McCann, Thomson Reuters
- IT/Telecom – IBM, ZyXel, Mer Telecom, National Postal Operator of Armenia, Beeline
- Design/Furnishing/Production/Luxury/HoReCa - Sealy, Tufenkian International, Ferrari Design, Hyatt Group
- FMCG/Automotive/Clothing – Procter and Gamble, Coca-Cola, Kellogg's, Cargill, Metsa Group, Ford Motors

### RECENT EXPERIENCE

March. 2016/Present (Remote) – **McCann Worldgroup - Head of Strategic Planning and Development**

- Formatted overall development strategy, budget, procedure; identifying and analyzing the development strategies for number of global and local partners: Coca-Cola, Ford Motor Company, Johnson&Johnson, USDA, SC Johnson, etc; organizing projects start-up, supervising development and creative teams; lead digital marketing strategy/implementation supervision; Hints&Trends
- Managed already established major B2B accounts (government, international connections, grade 1&2 companies and organizations) including ideas, creation, establishment and curating of new accounts
- Lead events management for sole events and within global projects (scheduled as a part of the project)
- Managed number of projects: “National Organic Foods” nation wide project, “BE I.T.” educational nation wide project, “Drink Coke Seat on Bike” Coca-Cola Company regional project
- Identified and approved the best marketing practice for National project of organic agriculture development

Nov. 2014/Present – **United Nations Industrial Development Organization (UNIDO) - National Expert on Marketing**

- Contributed to development of a full diagnostic study of each beneficiary enterprise
- Identified and agree on best-practice processes in marketing - target markets, strategies and activities to be undertaken, market positioning full diagnostic report and the modernization plan; recognized, investigated, analyzed new trends and their appropriate applying; directed selected beneficiary enterprises to develop commercial objectives and marketing strategy for products for inside/outside country, built prices, distribution, sales, marketing mix and policy; synthesis report for all beneficiary enterprises (8 companies); lead the brand management and corporate identity formulation, including coordination of digital marketing and visuals/printed materials strategy/design/production
- Lead project management for entire marketing development from very core – brand establishment and its development, work on documentation, legislation, creative and financial stuff, organizing of development (P&L, sales charts, in-returns, etc) – project gained the number of international awards; lead events management for events scheduled within global project
- Established and managed number of new accounts: International, Local, B2B (producers), B2B (resell)
- Managed digital marketing strategy, work with social networks, internet activities analyzes and optimization, affiliate digital marketing
- Organized overall sales/marketing budgeting; campaign strategy; established direct communications with the major buyers; signed number of general agreements with them; increased revenue/sales by 48%

Oct. 2015/March 2016 – **Ford Motor Company - Project Manager** (Ford Focus Brand Development Project)

- Organized and implemented marketing analyzes, identified local and regional competitors; created, budgeted, implemented and measured the success of comprehensive marketing, communications and public relations program; increased brand's image recognition and positioning within the marketplace; planned, administered and supervised campaign; oversaw market research and trend monitoring; digital marketing – online campaign idea and implementation: worked on project documentation (P&L), summary and on site analyses of ongoing project
- Secured company's increase of revenue 33% within project duration, measured stable sales volume increase growth after project active phase termination, apparent multiple increase of product awareness; time saved 25% (project success in 6 months instead of forecasted 8)

May 2013/Dec 2015 – **Procter and Gamble Distribution - Business Development Manager**

- Facilitated internal and external marketing communications, public relations activities including media relations, publications and social media campaign; market competitiveness analyses and ATL promotion for brands portfolio; created, budgeted and implemented number of successful marketing actions (BTL) which are maximized the increase of sales, brands recognition, market share, consumers loyalty and products visibility; worked on digital marketing strategy for each account; managed the number of accounts - B2B (governmental, international, partner and huge accounts), establishment of the new accounts - B2B (local, store chains, remote); managed number of events scheduled within brands development strategy
- Lead project management for the number of marketing/development projects with company's: Kellogg's, Always, Pantene, Pampers; managed international project with Kellogg's (established in cooperation with head office, program gain the award as Best Brand Marketing at 2015)
- Identified, negotiated, imported and developed number of the new brands; increased the revenue by 18%; imported brands constant growth

Nov 2012/Sept 2015 – **Mer Telecom - Authorized Sales Representative/Business Development Manager**

- Represented company's services to global market, service providers, network owners and equipment vendors on demand of deliver telecommunication services to end-users; designed and implemented marketing communications strategy (includes e-marketing)
- Established and managed number of major B2B accounts (Government, "Grade 1" partnership, "Prospective Customer" program)
- In 6 months period, all major players of telecom market was covered; brand recognition/ brand awareness volume was raised up to 80%

March 2001/Nov 2012 – **Tufenkian International - Head of Sales Department/Exclusive Distributor**

- Created an effective marketing strategy, which ensures optimum publicity seen as the luxury developer of choice in the region; annual and five-years marketing strategy and plan; worked on P&L, managed budget, minimized marketing spend and maximize profit by oversees all ATL and BTL marketing activities, successfully managed relationships with external agencies; built and developed company's online sales and marketing doctrine
- In cooperation with head office establishment and management of the number of projects called to develop company within region, within continent and worldwide; management of the project of functional marketing development from its very beginning – analyses and brain-storming, scheduling brand establishment and its development, work on documentation, legislation, creative and financial stuff, organizing of development (P&L); "Sales and Reimbursement" project establishment; "Progressive Salesmanship" training project, etc
- Established, managed and supervised number of accounts – B2B "Local Active Clientele", "Big Number" Companies, "International-Europe", "International-US and Canada", "International-Asia and Middle East", "International-Russia", "Partnership"
- Networked, recruited, trained, developed and assessed talent and people management; shown proven sales and profitability increase from 21 to 58% - always achieve and exceeded productivity and sales plan expectations, improved profitability by managing controllable expenses such as payroll, supplies and shrinkage – from 14 to 38%

**EDUCATION**

February 2012 - Nov 2012

**Moscow Technical University of Communications and Informatics**

Business Management for Telecommunications - Specialist

September 1993 - August 1998

**Yerevan State University, Department of Journalism**

Journalism and Media Marketing - Bachelor of Arts (BA)

**SKILLS AND ADDITIONAL INFORMATION**

**Social Network Profile:** Linkedin - <https://www.linkedin.com/in/edgar-janjutyanyan-5947a637>

**Languages proficiency:** Fluent in Armenian and Russian; basic communicative knowledge in French and Ukrainian

**IT Skills:** OS – Windows NT/XP/2000, Mac OSX; Software – MS Word, Excel, Power Point, Adobe Photoshop, ACDSee

**Honors & Awards:** "Best Marketing Start Up of the Year" - RAFI, Moscow, Russia, 2016; "For outstanding project implementation" - UNIDO, Vienna, Austria, 2015; "Best Printed Visuals of the Year (Catalogue)" – CPM International, Munich, Germany, 2015; "Best Brand Marketing Support and Strong Local Promotions" - (Kellogg's) Pringles, Tbilisi, Georgia, 2015;

**Work authorization:** Authorized for any US employer (Permanent Resident "Green Card" status holder)

**Driving License:** Valid and full clean driver's license issued by the State of Texas