

ME

MY HOBBY  
*Hiking / Exploring*



**HRAG KARAMINASSIAN**

Creative Mastermind

ADDRESS  
Yerevan, Armenia

GET IN TOUCH

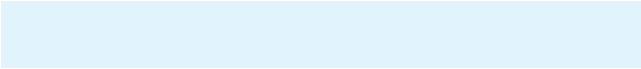
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# About Me



Hi! I'm excited to be sending you my CV. I currently own my own agency, specializing in social media marketing and design. With a talented team of video editors, designers, and copywriters, I ensure exceptional results for our diverse global clientele.

I have experience working with clients from various industries, understanding their unique needs and objectives. My portfolio highlights 4 projects, showcasing **Creative Direction** and attention to detail as an agency owner and a creative person, I successfully combined artistic vision with strategic direction to guide a project to completion, delivering impactful results.

I look forward to hearing from you, bringing my expertise, strong work ethic, and creative mindset to drive meaningful progress and achieve outstanding outcomes.

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# Resume

## Experience

### **SOCIAL MEDIA MARKETING AGENCY DIRECTOR**

MILES BY DESIGN / ARMENIA / 2021-PRESENT

I led a global team in delivering comprehensive social media design and marketing solutions to a diverse range of clients. I managed projects and oversaw a talented team of video editors, designers, and copywriters, ensuring the successful implementation of creative campaigns that aligned with clients' objectives.

### **ART DIRECTOR**

AMPICHAP / NORTH CAROLINA (REMOTE) / 2021-2023

During my time at Ampichap, a legal tech startup, I served as an Art Director. In this capacity, my responsibilities encompassed art direction, branding, marketing strategy, and product design. I provided creative direction to ensure that our visual assets and designs aligned with the company's vision and brand identity. I also played a vital role in developing effective marketing strategies tailored to the legal tech industry and participated in the design and refinement of user-friendly and intuitive product interfaces.

### **GRAPHIC DESIGNER**

DEEM / ARMENIA / 2019-2021

As a Graphic Designer at Deem Communications, I worked with clients like the Dubai International Film Festival and the EU Delegation in Armenia. My role involved creating visually appealing designs and collaborating with the team to develop effective branding materials and promotional campaigns.

## Education

BA IN GRAPHIC DESIGN / 2015 - 2019  
NOTRE DAME UNI. / LEBANON

FRENCH BACCALAUREATE / 2015  
ARSLANIAN COLLEGE / LEBANON

## Skills

- + Marketing Strategy
- + Graphic Design
- + Video Editing
- + Copy Writing
- + Branding
- + Writing
- + Script Writing
- + UI/UX Design
- + Research

## Apps Expert

- + Adobe Creative Cloud
- + Microsoft Office

## Languages

English / Armenian / Arabic / French