

**EDUCATION**

**University**

09.2016-12.2016

**University of Strasbourg**, Strasbourg, France  
Economy of welfare and happiness – *Post-Doc*

10.2005-07.2011

**Institute of Economics of the National Academy of Sciences of RA**, Yerevan, Armenia  
The role of marketing in the international commerce - *PHD*

09.2000-06.2005

**School of Economics, French University in Armenia**, Yerevan, Armenia  
Marketing and Commerce  
*The "Armenia-Diaspora" Bridge – Business Plan-Master's*

09.1998-09.2000

**Department of Economics and Administration, State Engineering University of Armenia**  
Yerevan, Armenia  
General economics  
*Development of the corporate strategy- certificate of secondary education*

**School**

09.1988-09.1998

**School N67 named after Yeghishe Charents**  
Yerevan, Armenia-*School leaving certificate*

**PROFESSIONAL EXPERIENCE**

11.2021-up to now

**Aren Mehrabyan Charitable Foundation**, Yerevan, Armenia

*Responsible for PR and Communications*

- ✚ Marketing Strategy development
- ✚ PR and communication strategy development
- ✚ Mentoring

08.2023-up to now

**Re-Shkola scientific-educational NGO**, Yerevan, Armenia

*Director*

- ✚ Operational management
- ✚ Financial supervision
- ✚ Mentoring

05.2010-up to now

**Business consulting services**, Yerevan, Armenia

02.2019-up to now as a CMC international certificate holder

*Consultant without borders*

- ✚ Main business spheres of consulting activity: Tourism, IT, Agribusiness, HoReCa, Private Medical Clinics, Energy efficiency, Digital transformation

**Outstanding projects:**

- ✚ **"Small-scale renewable energy and energy efficiency measures in public buildings and pilot insulation at household level" project in cooperation with ESF and GIZ**
- ✚ **"Tashir Riverbank Restoration and Climate Resilience through Sustainable Tourism: "The Climate Bridge" project in cooperation with ESF and GIZ**
- ✚ **Caritas-Aregak Foundation business and strategy plans for Aregak Bakery and Aregak Green House**
- ✚ ANRIVA GROUP change management and expansion
- ✚ EIF-AYWA acceleration program for female entrepreneurs
- ✚ GIZ-AMERIA Winter Tourism in Shirak province
- ✚ Digitalization of SME, as well as preparing special educational programs and training modules for distance learning (See working experience in Moscow State University of Economics, Statistics and Informatics and International Scientific-Education center of National Academy of Sciences of RA)
- ✚ PIN business consulting in Syunik for SME transformation from face to face into distance customer service (using all the possible applications and on line platforms as a tools)

08.2017-03.2019

**Armenian Tourism Development Foundation**, Yerevan, Armenia

*Product Development Team Lead*

- ✚ Tourism products development
- ✚ Investment projects development
- ✚ Implementation of Annual Tourism program

04.2014-07.2016

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## Anahit Manasyan

**College of Science and Engineering at AUA, Yerevan, Armenia**

*Research Associate*

- ✚ Conducting Researches
- ✚ Cooperating with the research team of the college

09.2014-09.2015

**Moscow State University of Economics, Statistics and Informatics,**  
Yerevan, Armenia

*Instructor*

- ✚ Course materials development
- ✚ Education of upcoming generation

02.2014-09.2015

**International Scientific-Education center of National Academy of Sciences of RA, Yerevan, Armenia**

*Instructor*

- ✚ Course materials development
- ✚ Education of upcoming generation

05.2011-12.2021

**TCTVM NGO, Yerevan Armenia,**

*Founder and President*

- ✚ Development of the corporate strategy (Strategic planning)
- ✚ Creation of the new corporate image
- ✚ Development of the internal and external relations
- ✚ Trainings with staff for increasing the organization image
- ✚ Writing articles
- ✚ Development of Business Plans on the Basis of the researches of young scientists of RA

10.2010-01.2016

**Ministry of Sport and Youth Affairs of RA**

*Expert*

- ✚ Evaluation of submitted projects

04.2010-12.2014

**IAB education center, Yerevan Armenia,**

*Marketing/Sales trainer*

- ✚ Training courses materials development
- ✚ Presentations for the training requested organization
- ✚ Consulting about the PR of IAB

05.2011-12.2013

**Yerevan Djur CJSC, Yerevan Armenia,**

*Head of Communication Department/Press Secretary*

- ✚ Development of the corporate PR strategy (Strategic planning)
- ✚ Creation of the new corporate image
- ✚ Development of the internal and external relations
- ✚ Trainings with staff for increasing the organization image
- ✚ Writing articles
- ✚ Preparing press, photo and meeting reports
- ✚ Organizing press conferences and meetings with mass media

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## Anahit Manasyan

representatives

09.2011-09.2013

**Russian-Armenian State University**, Yerevan Armenia,

*Instructor of PR*

- ✚ Course materials development
- ✚ Education of upcoming generation

02.2009-11.2009

**Duet Group LLC**, Yerevan Armenia

*Development Director*,

- ✚ Development of the corporate strategy (Strategic planning)
- ✚ Development of the marketing strategy (Strategic planning)
- ✚ Creation of the new corporate image
- ✚ Development of the internal and external relations
- ✚ Development of the corporate PR strategy (Strategic planning)
- ✚ Trainings with staff for increasing the organization image
- ✚ Preparing press, photo and meeting reports

02.2006-01.2007

**National Academy of Science of RA**, Yerevan Armenia,

*Junior research officer*,

Working at the project of the V. Khojabekyan

12.2005-12.2006

**AHTC**, Yerevan, Armenia

*Executive-director*,

- ✚ Development of the corporate strategy (Strategic planning)
- ✚ Creation of the new corporate image
- ✚ Development of the internal relations
- ✚ Making monthly financial reports
- ✚ Realizing administrative tasks

11.2004 - 02.2009

**SHARM Holding**, Yerevan, Armenia

*Media specialist/planner*

- ✚ Development of the media strategy (Strategic planning)
- ✚ Development of the brand strategy (Strategic planning)
- ✚ Making monthly post-buy and competitive reports
- ✚ Development of the external relations

03.2005- 05.2005

**Birthright Armenia**, Yerevan, Armenia

*Office assistant*

- ✚ Realizing administrative tasks

Coordinating all the volunteers coming from different countries

**OTHER TRAINING**

03.2006-06.2006

**IAB Centre, Armenia Yerevan,**  
*English language BEC Higher*

06.2008-07.2008

**Wolfram Research Institute, VT USA**  
*New Kind of Science-experimental trainings for PhD*

11.2009-11.2009

**Festival of Thinkers, Abu-Dhabi UAE**  
*Global Challenges on Agenda*

06.2010-07.2010

**USAID/CAPS, Yerevan, Armenia**  
*Strategic Planning*

02.2011-03.2011

**ARLIAN Consulting and Training Company, Yerevan, Armenia**  
*Communication in Negotiations*

02.2011-06.2011

**NDI, Yerevan, Armenia**  
*"Supporting Women's Political Participation in Armenia: Building a National Women's Platform"*

04.2011-05.2011

**IAB Centre, Yerevan, Armenia,**  
*Persuasive Presentations*

09.2011-10.2011

**YSU, Yerevan, Armenia**  
*"Psychological training: Manipulative Speech"*

09.2011-10.2011

**T&D, Yerevan, Armenia**  
*"Training for trainers: Meta Plan Technique"*

09.2011-10.2011

**FSF, Yerevan, Armenia**  
*"PR through social media"*

08.2012-09.2012

**Crefeco, Genève, Swiss**  
*"Training for instructors"*

11.2012-12.2012

**USAID CEED, Yerevan, Armenia**  
*"Training for Start Up Entrepreneurs"*

## Anahit Manasyan

03.2013-06.2013

**Alliance Française d'Arménie, Yerevan, Armenia**

*"Français niveau DELF B2"*

05.2013-05.2013

**IMC, Yerevan, Armenia**

*"CMCE certificate" international certified business consultant*

02.2013-06.2013

**KASA foundation, Yerevan, Armenia**

*TOT for non-formal trainers*

07.2013-08.2013

**Alliance Française d'Arménie, Yerevan, Armenia**

*"Français niveau DALF C1"*

02.2014

**ICMCI consulting center, Kiev, Ukraine**

*"Business modeling", new consulting technologies*

02.2014

**YSU Conference of economists, Yerevan, Armenia**

*"Modern issues of Economy", two days' conference*

04.2014

**International Scientific-education Center of NASRA, Yerevan, Armenia**

*"Organizing Further Education in Form of Distance Learning", four days' conference*

07.2014

**Regional economic development, Fuzhou, CNR**

*"Development models of Country's economy"*

03.2015

**YSU Conference of economists, Yerevan, Armenia**

*"Modern issues of Economy", two days' conference*

04.2015

**NDI Regional Forum on Women's Leadership in CEE and Eurasia, Belgrade, Serbia**

*"Modern issues of Gender Equality", 4 days' conference*

03.2015

**Youth involvement in political and economic decision making, Taipei, Taiwan**

*"Youth leadership", 10 days' conference*

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## Anahit Manasyan

12.2015

**Regional Seminar about the Gender Oriented Budgeting, Bishkek, Kyrgyzstan**

*"Gender oriented budgeting", 5 days' seminar organized by NDI (USAID) of Kyrgyzstan*

07.2016

**Europe, Nations, and Insecurity: Challenges to Identities, Kaunas, Lithuania**

*4 days' conference organized by Vitatus Magnus University of Lithuania*

11.2017

**UNESCO World Heritage Sites Conservation: Seoul, South Korea**

*4 days' conference organized by World Bank*

04.2018

**Cross Border Tourism: Tbilisi, Georgia**

*4 days' conference organized by GIZ*

08.2018-09.2018

**Alliance Française d'Arménie, Yerevan, Armenia**

*"Français niveau DALF C2"*

11.2018-11.2018

**IMC-Armenia, Yerevan, Armenia**

*"CMC preparatory course"*

02.2019-02.2019

**IMC-Armenia, Yerevan, Armenia**

*"CMC certification" ICMCI-GI*

04.12.2020-16.12.2020

**IFC-World bank group - AYWA, Yerevan, Armenia**

*"PI TTT certification"*

15.11.2021-02.10.2022

**EBRD Armenia**

*"Digital transformation"*

02.2022-02.2022

**IMC-Armenia, Yerevan, Armenia**

*"CMC re-certification" ICMCI-GI*

07.2025-07.2025

**IMC-Armenia, Yerevan, Armenia**

*"CMC re-certification" IMC-Armenia*

12.2024-07.2025

**IFC-World Bank Group,**

*"EDGE certification"*

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**Anahit Manasyan** **SOCIAL COMMITMENT/ VOLUNTARY WORK**

07.2003-09.2003

**UNICOMP Computer Center**, Yerevan, Armenia,

*Intern/Marketing responsible – researcher*

- ✚ Realizing marketing research
- ✚ Presenting the consumers' needs and expectations
- ✚ Presenting clients' opinion about the company service

02.2004-03.2004

**FING Internet Foundation New Generation**, Marseille, France,

*Intern/Cyber journalist*

- ✚ Realizing internet research
- ✚ Presenting new ideas about global ITC development
- ✚ Writing articles about ITC novelties

07.2004-08.2004

**ASCO-PRO Insurance Agency**, Yerevan, Armenia,

*Intern/Marketing responsible – researcher*

- ✚ Realizing marketing research
- ✚ Presenting the consumers' needs and expectations
- ✚ Presenting clients' opinion about the company service

07.2011-11.2011

**NDI**, Yerevan, Armenia,

*Healthcare committee supporting women's health*

- ✚ Making special proposal for improving healthcare system. The objective of the project is to improve the health of Armenian women.

01.2012-01.2014

**NDI**, Yerevan, Armenia,

*Member of Women Board*

Doing special researches for supporting women participation in politics.

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## **Anahit Manasyan**

### **OTHER SKILLS**

#### **Foreign Languages**

Armenian (Native),  
Russian (level - C2)  
English (level - C2)  
French (level - C2)  
German (level - A2)  
Italian (level - B1)

#### **IT-skills**

Microsoft Office 2010,  
MsProject, SPSS and  
Internet Explorer, Mathematica 6,  
Moodle, Camtasia

#### **Hobbies**

Literature, Theater, Ballet, Sport  
(Kyokushin Karate 7<sup>th</sup> Q belt)

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**PORTFOLIO**

**Helios Medical Center**

**PR Strategy for Center Promotion, Yerevan, Armenia, 2011**

**National Democratic Institute**

**PR Strategy for Women Board activity's promotion,  
Yerevan, Armenia, 2011**

**Children Support Center**

**PR Strategy for Center Promotion, Yerevan, Armenia, 2012**

**Yerevan Djur CJSC**

**PR Strategy for Company's activity Promotion,  
Yerevan, Armenia, 2011 and 2012**

**Probiotic Goat Cheese**

**Launching new product in the market**

**(commercialization of the scientific product, i.e. creation of innovative healthy food)**

**Yerevan, RA, 2011, 2012 and 2013-2015**

**Armenian Genocide Centennial**

**Publication of a scientific work, Yerevan, RA 2014-2015**

**As a certified business consultant (CMCE owner), I provide trainings on "Team building", "Strategic planning", "Strategic Marketing", "Project Management", "PR and Communication Technologies", "Business Modeling", "Business Planning", TOT for implementing "MetaPlan" and "Forum Theater" technologies, as well as I provide individual consulting services for NGO representatives realizing activities in advocacy of the gender equality, domestic violence and women economic empowerment.**

I have realized various research projects in the healthcare, gender issues, actual political situation of Armenian and other related fields.

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1. "The WTO and the foreign trade policy of RA": "The existing problems of the social-economic development in RA" - Materials of republican conference, NASRA, Yerevan "Gitutyun" pub. 2008
2. "Cellular Automaton Media Strategy": Wolfram Research – Project Demonstrations 2008  
(<http://demonstrations.wolfram.com/CellularAutomatonMediaStrategy>)
3. "The application of artificial intelligence in Media": "Professional education" - Yerevan 2008
4. "The competitive opportunities of national economy of RA in the international market": "Lraber"-2010
5. "The general structure of marketing and the communication strategy development approaches of Armenian enterprises": "Lraber"-2012
6. "The marketing promotion policy and the communication policy of SME of RA": "The existing problems of the social-economic sustainable development in RA" - Collection of scientific publications - Yerevan 2010
7. "The application of innovative technologies in the model of effective communication strategy": "Information technologies and management" - Collection of scientific publications - Yerevan 2010
8. "Welfare and happiness of society motivated by countries' economy": Current economic problems – 2<sup>nd</sup> international conference of students, postgraduates and young scientists' proceedings, Yerevan State University, Yerevan 2014
9. "The economic factors affecting the human happiness": Current economic problems – 3<sup>rd</sup> international conference of students, postgraduates and young scientists' proceedings, Yerevan State University, Yerevan 2015
10. "Gender Inequality as one of the major economic factors negatively influencing the society's happiness": Current economic problems – 4<sup>th</sup> international conference of students, postgraduates and young scientists' proceedings, Yerevan State University, Yerevan 2016
11. "The Choice of Gender roles and the Perceptions of Gender Violence in regions of Armenia" - Cultural and Religious Studies (ISSN 2328-2177)