


# AREN KABARAJIAN

## CONTACT DETAILS

 1-631-697-5941

 akabarajian@gmail.com

 arenkabarajian.com

## EDUCATION

**New York University CUSP**

**Sept 2020-Present**

**Anticipated Graduation Jul 2021**

*M.S Applied Urban Science and  
Informatics Candidate*

**Emerson College**

**Sept 2014-Dec 2017**

**3.78 GPA**

*B.S Marketing Communications*

*Minor in Digital Media & Culture*

*- Resident Assistant*

*- Division III College Tennis Team*

*- American Marketing Association*

## SKILLS

*Programmatic*

*- DSP: Appnexus, The Trade Desk,*

*Google DV 360, Amazon*

*- Flashtalking Creative Reporting*

*Data Analysis*

*- Microsoft Excel*

*- Power BI/Tableau*

*Design*

*- Adobe Indesign*

*- Adobe Photoshop*

*- Microsoft Powerpoint/Keynote*

## MEMBERSHIPS

*- Armenian Youth Federation,  
New York "Hyortik" Chapter*

*- Homenetmen New York*

## WORK EXPERIENCE

### MEDIA SPECIALIST

***Accordant Media, Dentsu Aegis Network***

***New York, New York***

***November 2018 to Present***

- Served as the main point of contact in ad operations for the Zipcar account
- Provided reporting on a regular basis to account teams & for client meetings
- Ensured Campaigns were spending their budget & optimize to meet key KPIs
- Built and maintained relationships with vendors or publishers for tactical tests
- Managed creative partner relationship and assisted in creative trafficking

### ACTIVITIES AND COMMUNICATIONS COORDINATOR

***Armenian General Benevolent Union***

***New York, New York***

***June 2018-August 2018***

- Managed social and professional programming for a group of 36 interns
- Designed print and digital media assets for summer program events
- Photographed intern experience for social media and promotional material

### STUDIO INTERN

***MullenLowe U.S.***

***Boston, Massachusetts***

***September 2017 to December 2017***

- Implemented layout strategy for client presentation decks and mock advertisements under direction of project managers
- Designed assets for client needs while working with studio team including print materials and contact sheets

### MARKETING INTERN

***DEEM Communications***

***Yerevan, Armenia***

***June 2017 to August 2017***

- Tasked with analyzing primary and secondary sources of data in order to assist in the project of re-branding the second largest city in Armenia, Gyumri
- Designed Graphics and Photographed for agency social media page

### DIGITAL MARKETING INTERN

***Advice Media***

***Melville, New York***

***June 2016-August 2016***

- Assisted in client website management and maintenance using Wordpress
- Designed social media assets and promotional website elements for clients.