

ANDREA MANOKIAN

[LinkedIn](#)
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Santa Barbara, CA
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EDUCATION

Pepperdine University

B.A., Integrated Marketing
Communications

Pasadena City College

General education

SKILLS

Languages

English and Armenian bilingual

Platforms

Microsoft Office, Google Suite, Asana,
Slack, Confluence, Jira, Directus,
Salesforce, SharePoint, Looker, Upwork,
ClickUp, Trello, Timely, WordPress,
SEMrush, HubSpot, Canva, Social Media,
Tableau, Bynder

Soft Skills

Communications, Adaptability,
Attention to Detail, Receptive to
Feedback, Problem-solving, Leadership,
Teamwork, Time Management

ACHIEVEMENTS

Cum Laude Alumna

Top 15% of senior class

Regents' Academic Scholarship

First female transfer student to receive
an academic scholarship from
Pepperdine University

PROFESSIONAL EXPERIENCE

Viator, A Tripadvisor Company

Remote

Content Coordinator

May 2022 - Present

- Conduct Instagram outreach, achieving a 97% increase in article shares and engagement within one month
- Conceptualize, write, and edit articles; my article featured on Apple Maps Guides secured a position in Viator's top five most viewed
- Oversee a team of 25+ freelancers, onboard and train new hires, publish site content within a CMS, and create internal briefs

Vonazon

Ventura, CA

Content Strategist

Dec. 2021 - May 2022

- Wrote the CEO's podcast scripts, including the most viewed episode to date
- Curated omnichannel campaigns across the customer journey, maximizing engagement and conversions
- Generated SEO-optimized content: marketing emails, blog posts, case studies, eBooks, infographics, white papers, website copy, etc.

Marketing Assistant

Mar. 2021 - Dec. 2021

- Authored, refined, and meticulously reviewed digital content before publication, ensuring quality and functionality
- Drove agency growth by writing 15-25 page proposals which successfully attracted new clientele and opportunities
- Led and attended weekly client meetings via in-person and virtual channels, fostering professional relationships

Integrative Natural Medical Clinic

Pasadena, CA

Marketing Assistant

June 2020 - Dec. 2020

- Wrote lead generation emails while performing comprehensive market research to enhance targeting effectiveness
- Managed their Instagram account and curated feed content for a uniform feed aesthetic
- Executed a successful grand opening event, creating EDDM marketing sends that attracted 100+ attendees

Aviolution

Glendale, CA

Brand Copywriter

Aug. 2018 - May 2019

- Developed website copy that simplified intricate products, making them accessible and appealing to non-industry audiences
- Engaged trade show leads via targeted email campaigns, nurturing connections and driving conversions
- Revamped and authored diverse company collateral, including brochures and pamphlets

Assistant Event Coordinator

July 2017 - Aug. 2018

- Boosted product orders by 25% through effective prospect engagement and in-person interactions at trade shows
- Devised client outreach strategies, oversaw event participation, and contributed to trade show setup
- Helped orchestrate their attendance at the NBAA Convention in Las Vegas, showcasing organizational prowess