

Elen Martirosyan

Marketing & Communications Coordinator · Brand, Web, Content, Email, Social Media, Graphic Design

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PROFILE

Marketing and communications coordinator with four years of experience who built a multi-brand healthcare group's marketing from the ground up: brand, website, social media, email and every piece of collateral. A hands-on generalist who writes the copy, designs the visuals, manages the vendors and reports the results. Master's in information technologies; Algonquin College certificate in mobile and web UX design.

HIGHLIGHTS

- Rebranded a live business end to end: new identity, website and LinkedIn presence for Royal Drugs.
- Grew a social media following from 0 to 1,300 and raised posting from about once every few months to four to five posts a month.
- Introduced the company's first email marketing program: audience lists, templates, a regular send schedule and tracking.

CORE SKILLS

Marketing and content: rebranding and brand identity · brand voice and guidelines · email marketing and newsletters · social media content and scheduling · LinkedIn company pages · digital campaigns · copywriting, editing and proofreading · content calendars · event promotion · official correspondence and stakeholder communications · marketing reporting and analytics

Design and production: graphic design · website design · presentation decks · print and digital collateral · bilingual (English/French) layouts · short-form video editing · UX fundamentals

Tools: Mailchimp · Constant Contact · Meta Business Suite and Facebook Ads Manager · WordPress · Adobe Photoshop, Illustrator and InDesign · Canva · CapCut · HubSpot · email and social analytics

Languages: English (fluent) · French (basic; Alliance Française Ottawa)

EXPERIENCE

Marketing Coordinator (Copywriting & Graphic Design)

Nov 2022 – Present

Capital Health Partners, Ottawa, ON — parent company of Ontario Medical Supply, Royal Drugs and Accellor Medical

- Led the full rebrand of Medical Pharmacies to Royal Drugs: developed the new identity, designed and launched the new website, created the LinkedIn company page from zero and refreshed the materials customers, partners and staff see, so the business launched with one consistent brand.
- Built the company's social media presence from near zero: Facebook from about one post every few months to four to five a month, LinkedIn series (meet the team, service highlights) that put faces and services in front of customers, and a following grown from 0 to 1,300; write every caption and design every visual.
- Introduced email marketing, which the company had never done: set up Mailchimp and Constant Contact, built the audience lists and templates, and plan, write and design each newsletter, tracking open and click rates and refining subject lines and layouts.
- Own day-to-day marketing and communications for three business units, adapting brand voice, visuals and materials to each audience while keeping the group's standards consistent.
- Redesigned the company's entire set of marketing materials, replacing dated, inconsistent pieces with one professional standard across print and digital; design presentation decks and bilingual (English/French) collateral with internal teams, printers and vendors.
- Produce the monthly marketing report, turning campaign and channel data into plain recommendations that shape the next month's plan, and bring new campaign and channel ideas to leadership.

Executive Assistant to the Ambassador

Jul 2021 – Nov 2022

Embassy of the Republic of Armenia to Canada, Ottawa, ON

- Planned and ran email campaigns for community and cultural events, increasing attendance and awareness among diaspora and public audiences.
- Drafted official correspondence, invitations and event communications for the Ambassador, matching diplomatic tone and protocol.
- First point of contact for government, diplomatic, community and media enquiries, handling each with clear, professional communication and discretion.
- Coordinated the Ambassador's schedule and meeting logistics with Canadian officials, other missions and community organizations.
- Covered events on site and produced the photos, captions and short videos for the embassy's channels; managed guest lists and RSVPs for receptions.

EDUCATION AND CERTIFICATIONS

College Certificate, Mobile and Web User Experience Design — Algonquin College, Ottawa

Master's Degree, Information Technologies — MFB Academy of Finance; assessed by World Education Services as equivalent to a Canadian master's degree (report available)

HubSpot Academy: Social Media Marketing and Content Marketing certifications · Graphic Design Masterclass, Udemy · French language courses, Alliance Française Ottawa · SocialNext Toronto 2026, digital marketing conference