

# ARA CATCHATOORIAN

## DYNAMIC MARKETING LEADER



**P** (559) 907-7826 cell

**E** ara.catchatoorian@gmail.com

**A** 1928 E Richmond Ave  
Fresno, CA 92720

**W** [Catchatoorian.Com](http://Catchatoorian.Com)  
(portfolio/samples)

Dear Hiring Manager,

In today's digital world, being able to rise above the clutter, stand apart from your competitors, and stay top-of-mind to consumers is critical to growth. Recognizing industry trends, analyzing competition, understanding consumer behavior, identifying a company's strengths, benefits, & value to the consumer, as well as developing an effective growth strategy through marketing and operations is an area where I excel, what I'm most passionate about, and where I believe I can help your company increase its brand value, product offerings and competitive positioning.

If you're looking for a dynamic marketing leader that has...

- 20+ years of experience in developing & building brands, executing out-of-the-box strategies, creating profitable marketing campaigns, and working cross-functionally to build comprehensive go-to-market product launch plans
- Excellent knowledge and extensive experience with traditional advertising methods, digital marketing strategies, and high-impact multi-media production including client-facing and internal print, web, video, and copy creation
- Superb written, oral, & visual communication skills coupled with efficient organization and management skills
- Confident presentation skills in front of a live audience, board room, one-on-one meeting, or on camera
- Strong analytical, project management, technical, and team leadership skills
- The ability to handle multiple tasks, make quick decisions, learn fast and solve problems on tight deadlines

If so, then seek no more. I am confident that the enclosed resume will convince you that I meet all these qualifications and more. I would very much like to discuss opportunities to help your company. To schedule an interview, please call me at (559) 907-7826 any time. Should you be unable to connect, please leave your name, number, and a brief message and I will promptly return your call.

Thank you for taking the time to review my resume.

I look forward to speaking with you.

Sincerely,

Ara Catchatoorian  
Enclosure: Resume

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### SUMMARY / OBJECTIVE

Highly skilled, dynamic, entrepreneurial, & creative marketing leader with 20+ years of experience in developing and executing marketing strategies with high ROI for multi-million-dollar companies in the retail consumer electronics & appliances, television media, restaurant, insurance & financial services, manufacturing, non-profit, agriculture, and transportation & logistics industries. Seeking to improve brand awareness, develop innovative marketing strategies, create high impact media, and increase overall growth for top consumer brands and service companies with a reputation for respect, humility, and a commitment to their customers, employees, and community.

### EXPERIENCE

**2011 – Present | Ventura TV Video Appliance Center, Inc.**

*Marketing Director / Creative Services Director*

#### Key Qualifications & Responsibilities

- Developed multi-channel marketing program and achieved profit margin and sales objectives totaling \$15 million annually.
- Grew customer base over 200% & increased revenue 300% by creating & implementing 125+ omni-channel campaigns.
- Responsible for design and creation of all brand creatives for print, digital, website, television, radio, and point-of-purchase.
- Work directly with CEO, VP Operations, and Sales Director to develop comprehensive annual marketing plans, ad budgets, benchmarks and KPIs to maximize ROI and market penetration.
- Manage 10+ agencies & media partners in advertising, design, packaging, promotion, e-commerce, online, & social media.
- Managed social media, digital, email, and television marketing strategies across channels.

#### Key Achievements:

Created out-of-the-box marketing strategies & high ROI revenue streams including:

- Grew online presence of a 60-year-old brick-and-mortar retailer from zero online presence to top-ranking SERPs retailer above big box retailers in Central California and expanded digital footprint to the Central Coast and Northern California markets
- Tripled in-store sales revenue through the implementation of targeted branding and promotional multi-channel marketing campaigns while adding an additional \$1+ million dollars of

### EDUCATION

**University of Phoenix (Fresno, CA)**

*Bachelor of Science, 4.0 GPA*

Business Marketing

**Fresno City College (Fresno, CA)**

*Associates of Science, 4.0 GPA*

Graphics Communications

**Heald Business College (Fresno, CA)**

*Associates of Science, 3.9 GPA*

Business Administration

**Notre Dame De Namur (Belmont, CA)**

*Associates of Arts, 3.8 GPA*

Fine Arts Illustration & English Lit.

### KEY SKILLS

- BRANDING / BRAND MANAGEMENT
- BUSINESS DEVELOPMENT / OPERATIONS
- MEDIA PLANNING / BUYING
- MARKETING COMMUNICATIONS
- TRADITIONAL MARKETING
- DIGITAL MARKETING
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING
- E-COMMERCE OPERATIONS / SALES
- ANALYTICS & SEO
- CAMPAIGN MANAGEMENT
- MULTI-LINGUAL CAMPAIGNS
- WEBSITE DESIGN / UX ARCHITECTURE
- AUDIO-VIDEO PRODUCTION
- GRAPHIC DESIGN / PRINT PRODUCTION
- COPYWRITING / STORYTELLING
- PUBLIC RELATIONS / CRISIS MANAGEMENT
- REPUTATION / REVIEWS MANAGEMENT
- MARKET RESEARCH / ANALYSIS
- LIVE TELEVISION PRODUCTION
- COACHING AND MENTORING
- TALENT MANAGEMENT
- MULTI-LINGUAL (ARMENIAN / SPANISH)
- ORGANIZING/MARKETING GALA EVENTS
- CLASSROOM INSTRUCTOR / TRAINER

revenue through modifying operations, sales strategies, and implementing technology enhancements with a 300-400% ROI.

- Garnered two cover-stories in nationally distributed industry magazines & two feature stories in local newspapers in first 3 months of employment
- Created and brought to market an in-house brand of outdoor antennas – AirCast Antennas

## 2012 – Present | Ventura Broadcasting Co. / Ventura Media, LLC.

*Creative Services Director / Executive Producer*

### Key Qualifications & Responsibilities

- Launched first-ever retailer-owned broadcast television company
- Helped grow broadcast operations from one OTA channel in Fresno, CA to 80+ TV channels in Fresno, Idaho, and Colorado.
- Oversaw the creation, launch, trademarking and management of company's own international TV network, Noor TV Network™, streaming online, via IPTV and over-the-air broadcast TV.
- Created, produced, and directed 1500+ episodes of a 1-hr live, local, call-in television talk show featuring internationally acclaimed celebrities, sports figures, politicians, and local business owners. The program aired weekdays simulcast on cable and 3 broadcast TV networks from 2012 to 2017.
- Produced daily news and weather reports.
- Designed and engineered custom TV show set and green screen studio with control room for local weather reports, virtual set interviews, PSAs, and TV commercial productions.

### Key Achievement:

- Launched, promoted & managed first West-Coast affiliate of the #1 Classic TV Network in the U.S. – MeTV Network
- Built company's local sales department and increased revenue each year by 200+% totaling \$150K+ in revenue

## 2000 – Present | Benchmark Design Integrated Media Solutions

*Founder / Owner / Marketing & Creative Services Director*

<https://www.benchmarkdesign.net>

### Key Qualifications & Responsibilities

- Founded and managed a full-service freelance ad agency
- Provide exceptional creative and strategic marketing, branding, website design/development, audio/video production, graphic design, print, strategic marketing consulting and training services to various for-profit and non-profit companies and organizations.

### Key Achievements:

- Increased ROI 200-300% on average for clients, most recently launching CFPEXAMTUTOR.COM where the client has more than doubled overall revenues over last year in only two months through re-branding, positioning, digital marketing, and implementation of an omni-channel marketing strategy

## SOFTWARE / TECHNOLOGY

- MAC / WINDOWS OS
- ADVANCED MICROSOFT OFFICE (WORD, POWERPOINT, & EXCEL)
- GOOGLE APPS / GOOGLE MY BUSINESS
- ADOBE CREATIVE CLOUD (PHOTOSHOP, ILLUSTRATOR, DREAMWEAVER, ACROBAT, PREMIER PRO, AFTER EFFECTS, INDESIGN)
- FINAL CUT PRO / DAVINCI RESOLVE
- CANVA / BANNERSNACK
- HUBSPOT CRM
- WORDPRESS / WOOCOMMERCE
- JOOMLA / SHOPIFY / WIX / DRUPEL
- SEM RUSH / YOAIST SEO
- HTML / CSS / JAVASCRIPT / HTML5 / PHP
- LINUX / APACHE / MYSQL / CPANEL / PLESK
- MAILCHIMP / EMMA EMAIL MARKETING
- VIDEOGRAPHY / PHOTOGRAPHY
- ATEM STUDIO LIVE BROADCAST MULTI-CAMERA VIDEO / MEDIA SWITCHERS
- BROADCAST PLAYBACK SYSTEMS (TELESTREAM SAPPHIRE, RUSHWORKS)
- AUDIO MIXERS & MIXING / PRODUCTION
- VOICE-OVER PRODUCTION
- CLOUD STORAGE (DROPBOX, GOOGLE DRIVE, AMAZON, WETRANSFER, ETC.)
- TEAMVIEWER, SPLASHTOP, VPN, ETC.
- ZOOM, MS TEAMS, GOTOMEETING, SKYPE
- PRICER – RETAIL DIGITAL SHELF-TAGS

## KEY ACHIEVEMENTS

- LAUNCHED & GREW ONLINE DIVISION OF BRICK & MORTAR RETAILER EST. 1951
- TRIPLED STORE REVENUE THROUGH TARGETTED MARKETING CAMPAIGNS
- INCREASED ONLINE SALES BY \$1 MILLION+ DURING COVID VIA NEW ONLINE CHAT AND CUSTOMER SERVICE OPERATIONS
- CREATED, PRODUCED, AND DIRECTED 1,500+ LIVE EPISODES CABLE TV SHOW
- HELPED LAUNCH AND GROW FIRST-EVER RETAILER-OWNED BROADCAST TV COMPANY FROM ONE TO 80+ CHANNELS IN FRESNO, IDAHO, AND COLORADO
- CREATED, LAUNCHED, TRADEMARKED, AND MANAGED A FOREIGN-LANGUAGE IP & BROADCAST TELEVISION NETWORK
- CREATED, LAUNCHED, BRANDED, AND BROUGHT TO MARKET AN IN-HOUSE LINE OF BROADCAST ANTENNAS
- LAUNCHED CENTRAL CALIFORNIA'S FIRST AND ONLY TV GUIDE CHANNEL

- Developed overall online marketing program and achieved target growth for Fresno-based franchise steak house.
- Hire as publicist and manager for Hollywood / Broadway actor / entertainer Eddie Mekka (best known for role as Carmine “The Big Ragoo” Ragusa from TV’s hit comedy Laverne & Shirley)

## BLOG POSTS I’VE WRITTEN

- [Systematic Thinking in the Face of a Pandemic](#) – (My Site)
- [WWW vs Non-WWW: Which is Right from SEO Perspective](#) – (My Site)
- [Which Video Platform Should I Use](#) – (Video Production Company)
- [Unmasked Voices Unmasked](#) – (Covid19 / Suicide Prevention PSA)
- [Something Big is Back](#) – (Video Production Company / Fresno Zoo)

## SKILLS ASSEMENTS (INDEED.COM)

- [Marketing](#) – Highly Proficient (Aug 2021)
- [Social Media](#) – Highly Proficient (Aug 2021)
- [Sales Skills](#) – Highly Proficient (Aug 2021)
- [Management & Leadership Skills: Impact & Influence](#) – Expert (Aug 2020)
- [Following Directions](#) – Expert (Aug 2020) \*\* my wife might disagree 😊 \*\*
- [Graphic Design](#) – Proficient (Aug 2020)
- [Search Engine Optimization](#) – Proficient (Aug 2020)
- [Market Research](#) – Proficient (Aug 2020)

## LEADERSHIP / COMMUNITY INVOLVEMENT / VOLUNTEER

- Instructor / Linked Leader, [Nationwide Marketing Group](#) (2012-Present)
- Instructor (Computers/MS Office), Youth Centers of America (2009-2011)
- Member, [Fresno Chamber of Commerce](#) (1997-2000, 2020-Present)
- Member, [BNI International](#) (Fresno Chapter) networking group (2009-2012)
- Member, [California Trucking Association](#) (1997-2007)
- Board Member, [Armenian National Committee](#) (1998-2018)
- Board Member, [Armenian Cultural Foundation of Central CA](#) (2000-2018)
- Public Relations / Marketing Director, Fresno Armenian Fest (2007-2017)
- Worship Musician, [First Armenian Presbyterian Church](#) (2017-Present)
- Soccer Coach, U6-12, [Clovis Junior Soccer League](#) (2008-Present)
- Founder/Director, [Fresno Armenian Fútbol Club](#) (2013-Present)

## REFERENCES

Available upon request

 <https://www.linkedin.com/in/aracatchatoorian/>

## NOTABLE CLIENTS (PARTIAL LIST)

- TAHOE JOE’S FAMOUS STEAKHOUSE
- FIORE DI PASTA (FOOD MFG)
- CA STATE SENATOR ANDREAS BORGEAS
- KJOI RADIO
- ACTOR/ENTERTAINER, EDDIE MEKKA

## FEATURED PROJECTS

- [BENCHMARKDESIGN.NET](#) (MY SITE)
- [AIRCANTENNAS.COM](#)
- [MANTRAHOUSE.COM](#)
- [CFPEXAMTUTOR.COM](#)
- [ABBCHOLLYWOOD.ORG](#)
- [ARMENIANRELIEFCORPS.ORG](#)
- [VALLEYADULTFRESNO.COM](#)
- [BLUETECHLABS.COM](#) (IN PRODUCTION)
- [NEW VENTURATV.COM](#) (IN PRODUCTION)
- [BENCHMARK DESIGN – 60S MEKKA PROMO](#)
- [VENTURA TV – OLYMPICS BRANDING](#)
- [VENTURA TV – STIMULUS SAVINGS PROMO](#)
- [FUTURE AIR TECH – :30 PROMO](#)

## RECOMMENDATIONS

“ Ara has a highly unusual mix of design and technical skill. His artistic design and attention to detail give his finished product a professional look and quality that really is very difficult to find. His professionalism and organization make him a pleasure to partner with. ”

- *Phillip Grove - MBA, PMP, CSP-SM, Director of Engineering, Administrata, Inc.*

“ I believe it’s his decades of experience with web design, combined with his talent for working with video and other digital forms of communication that have contributed to his success managing the marketing and communications for a very active retailer AND a broadcast company... ”

- *Michele Peterson - CEO, Published Author - Exactly Write Online Marketing Agency*