

CURRICULUM VITAE

PERSONAL INFORMATION

Family name: Tovmasyan

First name: Karen

Date of birth: 19 June 1985

Nationality: Armenian

Civil status: Single

Contact: +374 94 190 685 | k.tovmasyan@gmail.com

LinkedIn: [linkedin.com/in/tovmasyankaren](https://www.linkedin.com/in/tovmasyankaren)

Present position: Strategic Communications and Public Relations Professional

Years within the field: 13 years

KEY QUALIFICATIONS

- More than 13 years of experience in strategic communications, public relations, and integrated campaign management across international development, civil society, and academic sectors in Armenia and the South Caucasus
- Proven track record of developing and implementing communications and visibility strategies for EU-funded projects, including direct collaboration with the Ministry of Justice of Armenia
- Expertise in managing multi-channel campaigns reaching 1.5 million+ people, with experience administering communications budgets up to €40,000 across international donor programmes (EU, USAID, SIDA, UK Aid)
- Experienced in media and press relations, stakeholder engagement, and government and institutional relations at a senior level in the South Caucasus, Central Asia, the EU, and the UK

EDUCATION

Institution	Period	Degree / Diploma
University of Liverpool, Liverpool, United Kingdom	Sep 2024 – Dec 2025	Master of Science in Strategic Communication — Awarded with Merit, <i>Chevening Scholar</i> (UK Government) Dissertation: ‘Communicating Identity and Credibility of Neobanks: The Case of Monzo and Revolut’
Georgian Institute of Public Affairs (GIPA), Tbilisi, Georgia	Jan 2014 – Jul 2015	Master of Journalism GIPA Scholar (US Government Award)
Yerevan 'Gladzor' University, Yerevan, Armenia	Sep 2002 – Jun 2007	Master of Arts in International Relations

LANGUAGE SKILLS

Scale: 1 – Excellent · 2 – Good · 3 – Adequate · 4 – Basic · 5 – Elementary

Language	Reading	Speaking	Writing
Armenian	Mother tongue	Mother tongue	Mother tongue
English	1 – Excellent	1 – Excellent	1 – Excellent
Russian	1 – Excellent	1 – Excellent	1 – Excellent

MEMBERSHIP OF PROFESSIONAL BODIES

- Chevening Network — UK Foreign, Commonwealth and Development Office (FCDO)
- UK Alumni Network in Armenia — British Council | Armenia
- Policy Designers Network (PDN) — German Marshall Fund of the United States
- Hrant Dink Fellowship Network — European Union
- CrossCulture Fellowship Network — Institut für Auslandsbeziehungen (ifa)
- United States Government Exchange Alumni Network in Armenia

OTHER SKILLS

Digital & Design Tools: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Canva, Prezi, WordPress, Mailchimp, Similarweb

Certifications: Fundamentals of Digital Marketing — IAB Europe; Digital Marketing — HubSpot Academy

MS Office: Advanced — Word, Excel, PowerPoint, Outlook

SPECIFIC EXPERIENCE IN THE REGION

Country	Period
Armenia	May 2013 – Present
United Kingdom	Sep 2024 – Dec 2025
Uzbekistan (remote)	Dec 2022 – Mar 2023
Tajikistan (remote)	Dec 2022 – Mar 2023
Kyrgyzstan (remote)	Dec 2022 – Mar 2023
Turkey	Mar 2017 – Jul 2017
Germany	Oct 2016 – Dec 2016
Czech Republic	Jul 2014 – Aug 2014
Georgia	Jan 2014 – Nov 2015

PROFESSIONAL EXPERIENCE

RE F	Date from – Date to	WD s	Location	Company & Reference	Position	Description
1	Sep 2024 – Dec 2025	266	Liverpool, UK	University of Liverpool Motta Wallis wallis.motta@liverpool.ac.uk	Chevening Scholar	- Awarded the UK Government's most prestigious international scholarship, selected from a highly competitive national pool by the British Embassy in Armenia - Conducted original primary research on digital corporate identity and consumer trust in FinTech, with Monzo and Revolut as case studies - Benchmarked Booking.com's paid media, SEO, and loyalty strategy against Airbnb and TripAdvisor using Similarweb data
2	Oct 2023 – Sep 2024	70	Yerevan, Armenia	ARS Progetti S.p.A. Andrea Rachele Fiore a.fiore@arsprogetti.com	Key Expert / Public Outreach Coordinator	<i>EU-funded project “Communication and Visibility of the Justice Reforms in Armenia”</i> - Designed the communication strategy for the RA Strategy of Judicial and Legal Reforms, working directly with the Ministry of Justice to introduce a multi-channel public engagement framework for audiences ranging from government officials to the general public - Executed a nationwide public awareness campaign, combining events and targeted media outreach to engage audiences with different levels of legal literacy - Directed production of 6 advertisements, translating complex legal reform content into accessible national broadcast messaging - Administered a paid media budget of €32,000, covering influencer partnerships and third-party vendors
3	Dec 2022 – Mar 2023	25	Fergana region (remote)	Konrad Adenauer Foundation Arsen Simonyan ars_simonyan@yahoo.com	Short-Term Media Expert	<i>EU-funded project “Cross-border and cross-sector dialogue for tolerance and peace in Central Asia”</i> Mentored 12 journalists and NGO representatives from Kyrgyzstan, Uzbekistan, and Tajikistan to develop media materials and awareness-raising campaigns promoting peace and cross-cultural dialogue in the Fergana Valley
4	Nov 2021 – Aug 2022	130	Yerevan, Armenia	German Foundation for International Legal Cooperation (IRZ) Teresa Thalhammer thalhammer@irz.de	National Mid-Term Expert on Communications and Visibility	<i>EU-funded project “Consolidation of the Justice System of Armenia”</i> - Developed and implemented the Communications and Visibility Plan; managed visibility budget of €7,000 - Directed design and production of six academic handbooks and one animation clip - Ensured visibility of 3 international conferences and 70+ training events

5	Oct 2018 – Nov 2021	770	Yerevan, Armenia	OxYGen Foundation Ruzanna Stepanyan RStepanyan@oxygen.org.am	Communications, Networking and Social Media Expert	• Spearheaded the “Equal Marathon” two-year social media campaign that reached 1.5 million+ people across Armenia, one of the largest digital public awareness campaigns in the country's civil society sector at the time • Built and sustained institutional partnerships with government ministries and parliamentary officials, facilitating 40 hybrid sessions of a formal civil society–parliament dialogue platform • Managed paid social media marketing and influencer budgets across four projects (USAID, SIDA, UK AID, EU), each with different KPIs and donor visibility requirements
6	Mar 2018 – Aug 2018	50	Yerevan, Armenia	Centre for European Studies, YSU Kristine Gevorgyan k.gevorgyan@ces.am	Communications and PR Specialist	• Implemented a redesign of 15+ online and offline outreach materials, increasing the Centre's visibility • Grew the platform's social media reach to 100,000+ users, raising awareness about the Centre's international projects and scholarships
7	Oct 2017 – Mar 2018	90	Yerevan, Armenia	CRRC-Armenia Foundation Heghine Manasyan heghine@ccrccenters.org	Communications and Public Relations Specialist	• Led full PR and media strategy for the Caucasus Barometer 2017 launch — securing 50+ placements across local and international outlets • Improved the organisation's online presence by 25%, reaching 150,000+ people in 5 months through a targeted social media strategy
8	Mar 2017 – Jul 2017	60	Istanbul, Turkey	A&B Communications (Hrant Dink Fellow) Zeynep Sungur zeynepsungur@hrantdink.org	Intern / Hrant Dink Fellow	• Developed 9 multimedia presentations showcasing key findings and insights • Contributed to the successful organisation of 7 events
9	Oct 2016 – Dec 2016	40	Berlin, Germany	German Near and Middle East Association (NUMOV) Larysa Kharchenko Kharchenko@ifa.de	CrossCulture Fellow	• Wrote 10 articles for NUMOV newsletter on MENA business and political developments • Supported the organisation of 2 high-level business and diplomatic forums
10	May 2015 – Aug 2015	65	Yerevan, Armenia	United Nations Department of Public Information Armenuhi Halajyan armineh.haladjian@unicef.org	Communications Intern	• Prepared 7 multimedia products to raise awareness about the United Nations • Consolidated 16 weekly press clippings on political, social, and economic developments in Armenia

11	Jun 2015 – Jun 2020	100	Yerevan, Armenia	Georgia Today Media Group <i>Katie Ruth Davies</i> katieheruthdavies@gmail.com	Freelance Correspondent	• Authored 70+ articles on Armenian political and socio-economic developments for Georgia Today
12	May 2013 – Dec 2013	157	Yerevan, Armenia	iLur.am News Portal <i>Kristine Khanumyan</i> khanumian@gmail.com	Reporter	• Conducted 20+ interviews, wrote 300+ articles on daily developments in Armenia • Promoted the social media pages of the news outlet