

# YANA MISAKYAN

Media Planner • Media Buyer  
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## PROFILE

Creative and detail-oriented Media Planner with 4 years of experience working across freelance and project-based environments. Skilled in media buying, campaign planning, audience targeting, and digital advertising strategy. Experienced in managing multiple projects while delivering effective media solutions for clients and brands.

## WORK EXPERIENCE

### Freelance Media Planner & Media Buyer 2022 – Present

- Planned and managed digital media campaigns for freelance clients and various projects.
- Conducted audience research and developed targeted media strategies.
- Managed advertising budgets and optimized campaign performance.
- Collaborated with creative teams to improve audience engagement and reach.
- Worked on digital promotion and social media advertising campaigns.

### Media Planning & Project Collaboration

- Participated in advertising and media-related projects.
- Assisted with campaign planning, reporting, and performance analysis.
- Developed communication strategies tailored to client goals.
- Supported digital marketing and brand visibility initiatives.

## EDUCATION

American University of Armenia  
Bachelor's Degree

## SKILLS

Media Planning	Media Buying	Campaign Management
Digital Advertising	Audience Targeting	Creative Strategy
Social Media Marketing	Project Coordination	Analytical Thinking

## LANGUAGES

- Armenian — Excellent
- English — Excellent
- Russian — Excellent