

SONA SARGSYAN

SENIOR PROJECT MANAGER | DIGITAL OPERATIONS & GROWTH

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PROFESSIONAL SUMMARY

Senior Project Manager and Digital Operations professional with **7+ years of experience** across project management, digital marketing, SEO, e-commerce, and operations. Managed the end-to-end delivery of **500+ digital projects** and currently oversee a cross-functional production pipeline delivering **25+ website launches per month** across multiple markets. Experienced in roadmap ownership, resource and capacity planning, workflow optimization, vendor management, performance reporting, and C-level stakeholder communication. Strong commercial and growth background with the ability to turn market opportunities into structured, scalable digital projects.

CORE COMPETENCIES

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|----------------------------------|-------------------------------------|---------------------------------|
| • Project & Program Management | • Cross-Functional Coordination | • Roadmap & Delivery Management |
| • Resource & Capacity Planning | • Operations & Process Optimization | • Workflow Design & Improvement |
| • C-Level Stakeholder Management | • Vendor & Expense Management | • KPI & Performance Reporting |
| • Digital Growth & SEO | • Market & Keyword Research | • AI-Assisted Workflows |

PROFESSIONAL EXPERIENCE

AdKey | Project Manager - SEO

September 2022 - Present

- Manage end-to-end delivery across a portfolio of **500+ digital projects**, from keyword opportunity identification and website creation through launch and ongoing SEO and marketing optimization.
- Own **roadmaps, priorities, deadlines, resource planning, and launch schedules**, coordinating delivery across 2 designers, 2 content specialists, and 2 developers.
- Drive a high-volume production pipeline delivering **25+ website launches per month** across multiple markets while maintaining SEO and content quality standards.
- Improved content-production and website-development workflows to **reduce launch timelines and increase monthly production capacity**.
- Identify high-potential opportunities through **keyword and market research**, translating search demand into new website concepts and managing execution from idea to launch.
- Build and continuously improve **operational dashboards, reporting systems, and workflows** to strengthen project visibility, prioritization, and decision-making.
- Forecast monthly production capacity and coordinate resources across design, content, and development according to business priorities and upcoming launches.
- Manage external **link-building vendors**, including coordination, expense approvals, payments, and performance oversight.
- Work directly with **founders and C-level stakeholders**, providing project updates, performance insights, capacity forecasts, and operational recommendations.
- Integrate **ChatGPT and Claude** into content-production workflows for content review, quality control, research, and production support.
- Monitor post-launch SEO and commercial performance, with successful projects generating **first sales within as little as one week of launch**.

Andava | Digital Marketing Specialist

September 2020 - September 2022

- Managed SEO and link-building initiatives against defined monthly targets, using performance data to prioritize and optimize ongoing activities.
- Conducted keyword, competitor, and traffic analysis to identify growth opportunities and support digital marketing strategy.
- Coordinated with clients and internal teams to deliver marketing and optimization initiatives against agreed objectives and timelines.
- Tracked performance and translated data into actionable recommendations.

eworld | Operations Specialist / Project Assistant

February 2019 - April 2020

- Created and maintained **operational systems, workflows, internal guides, and checklists** to improve process consistency and execution.
- Tracked **OKRs, project progress, timelines, priorities, and status updates** across ongoing initiatives.
- Supported **end-to-end e-commerce project delivery**, from development and launch through fulfillment and customer support.
- Coordinated the maintenance and expansion of existing digital projects across multiple operational functions.

EDUCATION & PROFESSIONAL DEVELOPMENT

American University of Armenia | Bachelor of Arts in Business Administration

2016 - 2020 | Advanced coursework in Marketing and Management

Google Project Management Professional Certificate | In Progress

TOOLS & TECHNOLOGIES

Project & Operations: Fibery, Asana, Notion, Google Sheets

AI & Automation: ChatGPT, Claude - content review, quality control, research, workflow optimization, and production support

Analytics & SEO: Google Analytics, Google Search Console, Ahrefs, SEMrush, Screaming Frog, AgencyAnalytics, Majestic, KWFinder