

Armen Ghazaryan



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Professional Summary

Product Owner and CRM specialist with experience in different industries. Skilled in leading product strategy, agile methodologies, and cross-functional collaboration. Strong technical background in Website builders, programming, and analytics, with proven ability to optimize user engagement and deliver scalable solutions. Currently pursuing the International Baccalaureate diploma in Mathematics and Computer Science.

Experience

Playtronix – Yerevan, Armenia

Product Owner | October 2024 – Present

- Lead vision and strategy for a next-generation Content Management System (CMS).
- Define product roadmaps, manage backlog, and write user stories.
- Collaborate with engineering, design, and stakeholders for delivery.
- Tools: Agile (Scrum, Kanban), Jira, Confluence, Power BI, Tableau.

Customer Relationship Management Specialist | July 2023 – June 2024

- Optimized player engagement, retention, and lifetime value.
- Implemented CRM strategies and bonus campaigns to increase user activity.
- Analyzed player behavior with Google Analytics and CRM platforms.

Freelance Website Developer – Remote

March 2023 – May 2024

- Designed and developed websites for clients in various industries.
 - Delivered SEO, e-commerce, and CMS solutions.
 - Managed full project lifecycle, ensuring timely and quality delivery.
 - Tech: PostgreSQL, MongoDB, Python, React, VueJS.

Education

International Baccalaureate (IB) | High School Diploma, Mathematics & Computer Science
Sep 2024 – May 2026

“Quantum” college | Secondary school

Sep 2018 - May 2024

Certifications & Licenses

IELTS Official Examination - IELTS (Issued December 2025)

Introduction to Programming Using Python - Tech42 (Issued Aug 2021)

Practical Skills

Product & Agile: User Story Development, Scrum, Kanban, Scrumban, Business Analysis, User Acceptance Testing, Agile Methodologies

Technical Skills

Python, PostgreSQL, MongoDB, Machine Learning basics, Web Development, CMS, Linux, Cybersecurity

Tools worked with

Microsoft Power BI, Tableau, Jira, Confluence, Wix studio, Framer, Zapier, Customer.io, Segment, Snov.io, Notion, API Dog, Figma, Ghost, AWS, Unity.

Languages

Armenian – Native

Russian – Native

English – Full Professional Proficiency

Italian – Limited Working Proficiency