

Ara Rubyan
Communications Specialist
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What I Can Do For You:

I can maintain your in-house website and make sure that updates are pushed out to various social networking sites such as Facebook and Twitter. I can write press releases, articles, blogposts and tweets. I carry an entrepreneurial outlook that can raise your profile to new heights. I am self-motivated, resourceful and creative.

What Makes Me Unique:

- I combine proven skills in creative writing, content development and marketing.
- I stay current with a fast-changing industry by subscribing to nearly 200 journals, blogs and websites.
- I have the ability to synthesize relevant detail from disparate sources of information in order to produce my unique viewpoints.

Career Accomplishments:

- Manage a network of over a dozen advertiser-supported blogs in various niche topics.
- I have written nearly [90 original articles](#) for the niche-blogs in my network.
- I have used the following promotional methods successfully to grow traffic for my network:
 - Search engine optimization
 - PPC advertising
 - Adsense optimization
 - Social networking (Facebook, Twitter, etc.)
 - Press releases

Relevant Experience

Electronic Publishing Network, West Bloomfield, Michigan and Baton Rouge, Louisiana
Technical Training, Internet Content Development, E-Business Consulting

1993–Present

- Pioneered a series of Internet electronic journals and blogs that successfully attracted, grew and held an audience of thousands.
- Currently manage a network of over a dozen advertiser-supported blogs in various niche topics.
- Webmaster of the Baton Rouge Jewish Film Festival
- Successfully sold and placed advertising on the Internet.
- Posted thousands of articles. Google "Ara Rubyan."

Education

B.S., University of Michigan, 1974