

Boris Khachikyan

Sinologist | BDM | Sales Expert | China Growth Manager | Procurement | Marketing

Senior B2B Sales and Business Development Manager with expertise in international market expansion, cross-border sales, and strategic procurement, including strong experience in China-related markets and ecosystems. Proven in enterprise deal closing, digital channel strategy, and vendor sourcing, delivering sustainable revenue growth and long-term partnerships through a consultative approach.



Contact & Education

Contact

Phone

+37433585829/ WhatsApp, Telegram

Email

boris.khachikyan.000@gmail.com

Address

Yerevan, Armenia

LinkedIn

<https://www.linkedin.com/in/boris-khachikyan-649222247/>

Education

Bachelor's Degree (4 Years)

2017 to 2021 Russian - Armenian (Slavonic) University, Department of Regional studies

Master of Chinese Studies (2 Years)

2021 to 2023 Russian - Armenian (Slavonic) University, Department of Regional studies

Expertise

- Hubspot CRM
- WordPress
- Google Analytics
- Meta bussines
- Sendgrid
- Figma
- Jira
- Bitrix 24
- Zhihu
- WeChat Marketing Tools
- Weibo Marketing Tools

Languages

- English C1
- Russian C2
- Armenian C2
- Chinese (HSK 5)

Personality

- Communicative
- Punctuality
- Creativity
- Organized
- Responsible
- Problem solving
- Self-motivated

Skills

- Expressive
- Relational
- Collaborative
- Goal-driven
- Engaged
- Resilient

Professional Experience

05.03.24 - till now

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Hostkey company

Senior Sales and Business Development
Manager (B2B)

- Negotiation, Contracting & Deal Closing
- Lead Generation, Qualification & Conversion
- Sales Presentations & Technical Product Demos
- Customer Retention, Upselling & Satisfaction
- Sales Pipeline Management & Performance Analysis
- Cross-functional Collaboration (Tech, Support, Finance)
- Lead Generation via Chinese Social Platforms (WeChat, etc.)
- Vendor Sourcing & Equipment Procurement from China
- Chinese Social Media Strategy & Implementation
- Market & Competitive Analysis
- Pricing & Commercial Strategy

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05.01.24 - 01.03.24

Foody.am company

Digital marketing specialist

- Developing and Implementing Digital Marketing Strategies
- Search Engine Optimization (SEO)
- Content Marketing
- Social Media Marketing
- Email Marketing
- Pay-Per-Click (PPC) Advertising
- Web Analytics and Reporting
- Customer Relationship Management (CRM)
- Conversion Rate Optimization (CRO)

15.05.23 till Present

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International Scientific and Cultural Centre

Market Director

- Develop and implement comprehensive market strategies aligned with the goals of the Scientific and Cultural Centre.
- Foster collaborations and partnerships with international scientific and cultural institutions.
- Ensure effective program management, including planning, execution, and evaluation.
- Collaborate with stakeholders to enhance the center's influence and reach.
- Producing ideas for promotional events or activities and organizing them efficiently
- Supervising the department and providing guidance and feedback to other marketing professionals
- Plan and execute campaigns for corporate promotion, launching of new product lines etc.
- Monitor progress and submit performance reports
- Conduct general market research to keep abreast of trends and competitor's marketing movements
- Control budgets and allocate resources amongst projects

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31.09.21- 15.12.2023

ImDproc.am website

Head of the Development and Sales Department

- Lead negotiations with key clients, partners, and vendors.
- Cultivate and maintain strong relationships with key clients and stakeholders.
- Preparation and submission of reports
- Organization of events
- Ensuring sales according to the plan every month
- Preparation of presentations
- Develop and manage departmental budgets, ensuring optimal resource allocation.
- Formulate comprehensive strategies to drive business development and achieve revenue goals.
- Develop and implement effective sales strategies to meet and exceed revenue targets.
- Collaborate with other departments, such as marketing and product development, to align strategies and maximize overall company success.

15.05.23- 20.11.23

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Hongqi International Chinese School

General Coordinator

- Organization of events
- Negotiations with teachers, students and directors
- Implement quality assurance measures to uphold accreditation standards
- Preparation and submission of reports
- Provide leadership and coordination across various departments, including academic, administrative, and extracurricular
- Create and adhere to a timeline for planning events.
- Promote a positive and inclusive learning environment.
- Organize regular meetings and events to keep parents informed and engaged in their children's education.
- Develop and implement professional development programs for faculty and staff.
- Develop and manage the school's budget, ensuring financial resources are allocated efficiently.

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01.09.22 - 15.05.23

Yerevan Basic School N 173 Named After Vahagn Vardeanyan

Chinese teacher

- Deliver interactive lessons using diverse teaching methods
- Design engaging lesson plans tailored to students' proficiency levels
- Communicate effectively with students, parents, and colleagues.
- Infuse Chinese culture into lessons

01.2020 till Present

7

Private Tutor

Teacher

- Teach English and Chinese using different approaches

8

01.09.2018 - 01.03.2020

Student council of Russian-Armenian university

Manager (head of the Institute of Humanities and head of the sports Department)

- organization of events
- manage team
- helping students with problems

Memberships and seminars

- participated in business school „Biss up" (7 days)
- participated and organized in the RAU winter school (3 months)
- organized charity intercollegiate football tournament (2 months)
- organized event under the slogan " in the name of victory (3 months)
- TEFL certificate 120 hours
- Summer School in China (Beijing University of Chemical Technologies) (2 weeks)