

VARDAN MIRZABEKYAN

AI Product Manager | AI Product Lead

Product Strategy · AI Agents · Automation · Business Systems

I turn business problems into AI-powered products and production workflows using AI-assisted development.

Interactive Portfolio & Live Demos:
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PROFESSIONAL SUMMARY

AI product professional focused on turning business problems into AI-powered products, automation workflows and production systems. Combines product strategy, market intelligence, customer research and hands-on AI product development.

Experienced across the full product cycle: market and competitor research, buyer personas, customer journeys, product definition, workflow design, AI agents, automation and production delivery.

PRODUCT, AI & BUSINESS SKILLS

Product Strategy: Product Discovery, Problem Definition, MVP Definition, Roadmapping, Value Proposition

Market Intelligence: Market Research, Competitor Analysis, Buyer Personas, Customer Journey, GTM Strategy

AI Product: AI Agents, Multi-Agent Systems, Agent Architecture, LLM Workflows, AI-assisted Product Development

Automation: Business Process Automation, Workflow Design, Agent Orchestration, n8n, Automated Reporting

Tools & Infrastructure: Cursor AI, LangGraph, LangChain, Ollama, vLLM, Docker, Linux

SELECTED AI & PRODUCT PROJECTS

Alex Textile | Georgia Market Intelligence & B2B Sales Platform

- Designed a business intelligence platform for monitoring the **Georgian textile market**, competitors, products and market activity.
- Built workflows for identifying and managing **B2B sales opportunities and orders**, with centralized product and customer information.
- Designed dashboards for market monitoring, analytics and decision support.

Metal Group | Business Management & Automation Ecosystem

- Designed a centralized business platform for managing **customers, requests, orders and operational workflows**.
- Built dashboards and structured workflows for monitoring business activity and operational performance.

- Designed digital customer/request flows connecting internal operations with customer-facing processes.

AI Agent Systems

- **Himera | CRM & Business Analytics Agent**
  Multi-agent CRM analysis workflow with Analyst, Critic and Reporter roles, designed to transform business data into structured reports and insights.
- **Kraken | B2B Market Analysis Agent**
  AI-powered market research and competitor analysis workflow for structured B2B market intelligence.
- **Overlord | Autonomous Agent System**
  Designed an agent orchestration architecture with specialized agents, quality-control loops and persistent experience/memory.

PROFESSIONAL EXPERIENCE

Mix-Media

AI Architect / Product & Automation Lead | Jan 2026 – Jun 2026

- Led the design and delivery of a B2B media operations platform supporting 20+ institutional partners, combining product workflows, automation and real-time business operations.
  Key Accomplishments & Architecture:

- Institutional Partner Ecosystem: Architected a multi-tenant control panel managing 20+ major retail partners (Yerevan City, Rio Mall, Megamall, etc.). Utilized Supabase Realtime for live tracking and granular RBAC (Role-Based Access Control) for secure data isolation.

- Media Planning Factory: Engineered a high-velocity automation engine using n8n. Successfully reduced manual media-planning operations and report preparation from 4 hours to under 2 minutes (99% efficiency gain).

- Interactive Proposal & PDF Engine: Built a highly responsive UI pricing engine featuring advanced visual effects and a custom Agreement Generator for instant, legal-ready PDF contract creation.

- Security & Executive Auditing: Designed tamper-proof Executive Audit Log terminals. Implemented secure webhook pipelines with cryptographic validation to ensure 100% data integrity and transparency across all platform activity.

Garage Masters' Mall

Senior Marketing Specialist | 2021–2026

- Website & Digital Infrastructure: Coordinated website development and updates, including requirements definition, content and visual assets, cross-team coordination, and delivery. Implemented an IVR system with operational workflows and reporting.
- Tenant Enablement (153): Provided ongoing marketing support to 153 tenants, including branding, visual materials, CTAs, limited-time offers, mini-promotions, and sales-focused tactics.
- Loyalty Program: Designed the loyalty program concept, including membership tiers, benefits, bonus mechanics, operational workflows, and reporting.
- Gift Card Program (Evocabank Co-Brand): Developed the initial gift card concept, design, processes, and tracking, then managed the end-to-end launch of the Evocabank co-branded Gift Card program, including contracts, operational processes, and marketing campaigns.
- Advertising & Promotion: Managed integrated ATL/BTL activities across outdoor and indoor media, radio, POS materials, event programming, competitive offers, customer surveys, and data-driven optimization.

Profal Group

Marketing Specialist | 2021

- Go-to-Market & Marketing Communications: Unified marketing messaging and channel strategy through a structured GTM plan, content calendar, and reporting framework.
- Website Development: Coordinated the development of a new website from requirements definition through final delivery, covering UX, content, and analytics event requirements.
- B2B Offers & Unit Economics: Packaged and presented B2B offers using segment-specific messaging and unit economics analysis.
- Business Development: Built a partner acquisition pipeline, conducted meetings and prepared commercial proposals and contract documentation.

Andava Digital Marketing Agency

Marketing Specialist **|** *2020*

- Market Research: Conducted market research and SWOT analysis, translating findings into actionable business and marketing recommendations.
- Customer Research: Conducted surveys and in-depth interviews with service providers and customers, complemented by desk research across external sources.
- Buyer Personas: Developed buyer personas covering target segments, motivations, barriers, decision-makers, and preferred channels.
- Customer Journey Mapping: Mapped the Buyer Journey across Awareness → Consideration → Decision, identifying key pain points and triggers.
- Positioning & Messaging: Translated research insights into a clear value proposition and messaging map for delivering relevant offers and proposals through the right channels at the right stage.

ANUSH ARMENIA

Marketing Specialist | 2019–2020

- **Market Research:** Conducted market research covering market segments, competitor analysis, pricing, and market trends.
- **Customer Research:** Organized surveys with target-group representatives to collect product-related insights and feedback.
- **Catalog Production:** Coordinated catalog development across designers, photographers, printing vendors, and internal teams, from technical brief to final production.
- **Print & Promotional Materials:** Coordinated the end-to-end development and printing of brochures, managing timelines, quality, and delivery requirements.
- **Website Development:** Coordinated website development, including requirements definition, content, wireframes/UX, and final delivery.

IMEX GROUP

Outdoor Advertising Specialist | 2018–2019

- Executed outdoor advertising campaigns in line with marketing strategy.
- Managed negotiations with clients, suppliers, and service providers.
- Coordinated production of promotional merchandise and branded materials, including pens, notebooks, clothing, and outerwear.
- Coordinated events, promotional campaigns, corporate events, and branch-opening activities.

ACBA-CREDIT AGRICOLE BANK

Marketing Communications Specialist | 2015–2018

- Campaigns & Communications: Supported campaign planning and execution, including media mix, messaging, timelines, and budget coordination.

- Market & Competitor Research: Conducted market and consumer research and monitored competitor products, pricing, and package changes to support competitive responses.
- Product Positioning: Developed and refined service propositions for target customer segments.
- Media Monitoring: Coordinated radio monitoring and prepared media coverage reports.

ACBA-CREDIT AGRICOLE BANK

Methodology & Qualification Specialist | 2013–2015

- Training & Onboarding: Organized and delivered induction training for groups of 20–60 new employees, covering banking structure, regulations, service standards, and operational practices.
- Assessment & Testing: Designed role-specific assessment and testing packages based on regulatory requirements and introduced internal pre-assessment before Central Bank licensing exams.
- SOPs & Internal Processes: Developed and updated internal policies and SOPs, defining responsibilities, approval workflows, execution procedures, and documentation timelines.
- End-to-End Event Operations: Coordinated training logistics including venues, technical setup, agendas, participant registration, materials, catering, and feedback collection.
- Off-site Training: Coordinated accommodation, transportation, budgets, schedules, and supplier SLAs for off-site seminars in Aghveran and Tsaghkadzor.

EDUCATION

Armenian State University of Economics (ASUE)
Master's Degree in Banking | 2012–2014

Gladzor University
Bachelor's Degree in Finance & Credit | 2008–2012

CERTIFICATIONS & TRAINING

BSC Business Support Center **— Digital Marketing Strategy | 2019**
Igor Mann Masterclass **— Marketing Without a Budget | 2016**
FBC / Accounting Center **— Banking Fundamentals | 2012–2013**

SELF-DIRECTED LEARNING

- LLMs & AI Agent Systems
- AI Automation & Multi-Agent Workflows
- AI-Assisted Development

LANGUAGES

Armenian Native, **Russian** Professional Working Proficiency, **English** Intermediate (Written & Technical)