



TALINE ARAKELIAN – The Methodological Expert

Senior Consultant
Lead Generation & Customer Acquisition Programs

[in linkedin.com/in//taline-arakelian/](https://www.linkedin.com/in/taline-arakelian/)

✉ taline.arakelian@indevcoconsultancy.com ☎ +961-9-209 140, Ext. 3283

Taline Arakelian is a Certified Digital Marketer with near 15 years of experience in paid advertising, email marketing, visual communications and building forward-looking strategies, as well as developing and overseeing implementation of integrated campaigns. She has significant experience in demand generation and lead nurturing methodologies to attract and convert leads into customers, working with manufacturing companies in Europe, the Middle East, North Africa, and Gulf Cooperation Council (GCC).

« I help B2B and B2C companies set up and implement demand generation programs to build traction in marketing, increase qualified leads, improve conversion rates, and accelerate growth. My aim is to create real business value for my clients by maximizing reach, attracting sales prospects, and nurturing quality leads using the latest online strategies and tools. »

I work with management teams across communications, sales, and marketing to put in place lead generation mechanisms, scoring models, and nurturing programs that generate qualified leads and nurture sales opportunities. The future is now and online communications and sales have become the norm. I empower clients with the right digital marketing tools and integrated campaigns to guide potential customers (prospects) through the buying funnel. As such, with my expertise, I work with clients to set ambitious sales targets, drive short and long term planning and strategy, and achieve revenue generation through sales conversions.

ABOUT TALINE

Taline launched her career in 1993 at Intertextyl as an Administrative Executive. Over her 14 years at the company, she was responsible for corporate communications, accounting, customer relationship management, pricing, stock management, and export communications and handling. In 2007, she joined INDEVCO as Online Customer Support Associate working on handling customer inquiries, channeling requests, qualifying opportunities, and running nurturing campaigns.

In 2012, her role expanded to Lead Generation and CXM Specialist. In this role, she accumulated extensive experience in demand generation, online advertising, lead nurturing, market research, content development, cold calling, lead generation at exhibitions, B2B integrated marketing campaigns and inbound marketing methodology.

She has expertise in planning and managing the successful execution of integrated lead nurturing campaigns from email marketing, social media marketing, to search engine marketing, in line with corporate strategy. For over 12 years, she has managed product communications from content development to data cleansing on websites, brochures, catalogs, fliers, exhibition materials, business directories, and trade lead portals, aligning with search engine optimization techniques.

Today, Taline is responsible for the Lead Generation Unit and supports in customer experience management initiatives. She manages daily activities, leads communications, strategic planning for inbound marketing programs that generate qualified leads and requests for quotations (RFQs), sets in place improvement processes to increase conversion rates, and generates sales opportunities for companies globally.

QUALIFICATIONS

Education

BBA in Accounting and Business Administration, Centre International des Sciences Techniques, Lebanon, 1993

Professional Certifications

- Certified in Digital Marketing - Columbia Business School, 2019
- Certified Customer Experience Professional (CCXP) Readiness Workshop - CXPA, Dubai, 2018
- Certified CXM Masterclass - CXPA, Dubai, 2018
- Certified in Search Engine Marketing (SEM) - Marketing Land & Search Engine Land, London, 2017
- Certified in Search Engine Optimization (SEO) - Marketing Land & Search Engine Land, London, 2017
- Inbound Marketing Certified Professional, Hubspot, 2009

EXPERTISE

- Customer Experience Management
- Customer Segmentation
- Integrated Marketing Campaigns
- Lead Generation
- Master Data Management
- Online Advertising
- Strategic Account Management
- Search Engine Optimization & Marketing
- Voice Of Customer Program