

E: markgargarian@gmail.com
P: (617) 652 - 6751
A: 67 Clifford St, Roxbury MA, 02119

ABOUT ME

Marketing leader with a decade across edtech growth marketing and nonprofit communications leadership — and a career-long focus on how educational institutions decide, buy, and adopt.

I build full-funnel B2B and ABM strategies for education markets: positioning STEM products against the standards districts are accountable to, developing the personas and enablement that let SDRs and Sales convert, and aligning marketing directly to revenue goals.

As a team leader, I pair data-driven digital marketing with elevated creative content, and an approach to team-building that balances accountability with ownership.

EXPERTISE

- Content Strategy
- Website Leadership
- Digital Marketing Campaigns
- SEO
- Press Relations
- Fundraising

LANGUAGES

- English (Native)
- French (Fluent)
- Spanish (Intermediate)

MARK GARGARIAN

DIRECTOR MARKETING & COMMUNICATIONS

EXPERIENCE

Chief of Staff 2026 - Present

Children of Armenia Fund, New York, NY

Facilitate growth strategy with the Founder and Chairman of the organization.

Director of Marketing & Communications 2024 - 2026

Children of Armenia Fund, New York, NY

Built and led a 7-person team directing integrated strategy across earned, owned, and paid channels — delivering 4 major national campaigns a year, two annual galas raising a combined \$15M+, a full brand redesign, and 42% Instagram audience growth.

Growth Marketing Specialist 2021 - 2024

Labster Inc., Somerville MA

Responsible for strategy, roadmap, and project leadership for the websites of the educational technology platforms, Labster Inc. and UbiSim VR.

Content Marketing Manager

Labster Inc., Somerville MA

Led marketing content roadmap, research, and production for Labster's learning platform, specifically for the markets of North American High Schools and International Universities.

Assistant Director of Marketing 2020 - 2021

Boston College Law School, Boston MA

Hired to develop, plan, and lead strategic content and campaign initiatives at BC Law to drive enrollment and rollout new DEI brand positioning.

Content Strategist 2017 - 2020

Archibus Inc., Boston MA

Led the marketing content strategy, roadmap, and production for the world's leading integrated workplace management system.

Head Marketing Writer

Archibus Inc., Boston MA

Led marketing copy writing for Archibus Inc., including Press Relations, SEO, Case Studies and thought Leadership.

Lead In-House Writer 2013 - 2017

PicsArt Photo Studio, Yerevan, Armenia

Led all copy writing for the world's most downloaded photo editing app, spanning press, blog, SEO, social media, and editorials.

Head of Press Relations 2011 - 2012

Creative Team Armenia, Yeosu, South Korea

Led press relations and copy writing of project proposals for the Armenian Organizing Committee during the 2012 World Expo in Yeosu, South Korea.

EDUCATION

Bachelor of Arts, Political Science 2007 - 2011

La Salle University, Philadelphia PA

Minor in English



”

We hired Mark to help us with several important marketing and communications initiatives, from a social advertising campaign to help recruit a more diverse incoming class to improving our LLM candidate pool to launching a new website focused on current students. Mark quickly became part of the BC Law team, providing a high level of expertise in strategic thinking and planning, design and video production, website editing and data analysis.

Working under tight deadlines and with relatively limited resources, the content Mark produced was always excellent and delivered on time, every time. Our campaigns were a huge success, and ultimately helped bring in a class four times the size of the prior year. I would recommend him highly to anyone looking for marketing and communications support.

Nate Kenyon

Director of Marketing & Communications
Boston College Law School



”

I highly recommend Mark. He is one of the most responsive and dedicated team members I have worked with. From Mark, I can always expect a straightforward and honest answer, which he gives with clarity and confidence - something I greatly value. He bases his findings and strategy on data, making sure to involve the appropriate stakeholders along the way and also incorporate creative ways to include perspectives that would otherwise not have been heard.

His expertise for Account-Based Marketing (ABM) strategy shines through his work, and I admire how he is able to craft tailored content and messaging for a vast array of recipients. Mark has a high attention to detail, and his customer-centric approach successfully optimizes targeted lead generation while leveraging an omni-channel ABM strategy.

Marlee Katlyn McDonald Yepes, MBA

Campaign Manager
Labster

COLLABORATIONS



”

I was working with Mark at the World Expo in Korea. He was highly recognized for his agility and emotional intelligence and he coped with diverse audiences as well as teams.

Mark did so much more than handle our PR. We counted on him to draft project proposals and budgets for grants. I believe that his strategic, detailed approach was critical to putting us in the best position for success.

Elina Markaryan

Manager of Special Programmes
Creative Team Armenia



”

Mark's knowledge and skillset were instrumental to many of our Marketing campaign efforts throughout the time we worked together. He worked with multiple departments serving as a strong foundation team member to link the Marketing department with sales, customer success, and product development among others. He was able to build educational, thought-leading content that was used in a variety of manners across teams, and led the charge on revising our webinar programs and developing a long-term strategy still in place today.

His knowledge and skill helped develop a plan that serves as one of our strongest lead-generation efforts to date. On top of his focus on content such as whitepapers, eBooks and blogs, Mark also served as a voice-of-the-people when managing our marketing content for the internal audience, as well as our branding police.

Stephanie Pounders, CDMP

Director of Revenue Operations
Archibus