



818-548-2090

CITY CLERK  
2022 AUG 17 PM 5:25

## Application for Appointment to City Board or Commission

Please provide the following information and return application to the Office of the City Clerk by mail:  
613 E. Broadway, RM 110, Glendale, CA 91206-4393; or by Fax: 818-241-5386.  
(Applicant must be a Glendale Resident and Registered to Vote in the City).

Transportation and Parking

Name of Board or Commission

**PRINT LEGIBLY OR TYPE**

Date: 08/13/2022

Name: Lilya Avagyan

Home Address: \_\_\_\_\_

Street

City

Zip Code

Home Telephone: ( ) \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

**I. PERSONAL**

Number of years lived in Glendale 16

526842150  
RS

Are you a registered voter in the City of Glendale (Required)? Yes  No \_\_\_\_\_

**II. EDUCATION**

College: Woodbury University

Degree: Masters in Organizational Leadership

College: Woodbury University

Degree: BA in Communications

**III. BUSINESS/PROFESSIONAL EXPERIENCE**

Position: CEO / CMO

Company Name: YourTeam Marketing Agency / ANIV Inc.

Address: 1377 1/2 E Colorado St.,

Glendale

CA

91205

Street

City

Zip Code

Telephone ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Job Description: Founder and CEO of YourTeam Marketing, which provides full-service marketing and public relations to various client companies. Concurrently, as CMO of Aniv Inc., I oversee micro-mobility market research and analysis, as well as manage all aspects of marketing for the company.

(OVER)

Design Review Board Candidates Only:

Are you a registered Architect? Yes \_\_\_\_\_ No \_\_\_\_\_ Registration Number: \_\_\_\_\_

**IV. ORGANIZATIONS/CIVIC ACTIVITIES**

List Affiliations: Member of City of Glendale Annual Commemorative Events Committee

Member of Man's Inhumanity To Man Subcommittee

Founder of Support Armenia Non-Profit Organization

Former Student Trustee of Glendale Community College

**V. QUALIFICATIONS/EXPERIENCE**

List relevant experience and skills: As the current CMO of a multinational micro-mobility company and overseeing market research in this area, I have an understanding of the development of the transportation, micro-mobility, and related infrastructure around the world and the emerging technologies in this field. As a former Community Relations Coordinator at Downtown Glendale Association, I've had the opportunity to work with several departments of Glendale City and learn about the concerns and development in the downtown area, and as a long-time proud resident of the City of Glendale, I have personal knowledge and experience with the issues and development areas within our city.

**VI. OTHER INFORMATION**

(A) Please attach a current resume

(B) Please include a brief written statement outlining your views on the roles and responsibilities of this Board or Commission, its key issues, and your goals if appointed (attach additional sheet if necessary).

Glendale is a city with tremendous potential, and I want to help our city become a better place to walk, bike, and drive while increasing and developing access to public transportation. The committee's role is to be proactive in finding solutions and areas to improve our city's transportation and parking based on current best practices and innovative ideas custom-made for our city, but also to offer realistic and sustainable solutions.

**PLEASE NOTE:**

**THIS FORM BECOMES PUBLIC INFORMATION. PLEASE INFORM THE CITY CLERK IF THERE IS ANY INFORMATION CONTAINED WITHIN THAT YOU DO NOT WANT AVAILABLE TO THE PUBLIC.**

  
\_\_\_\_\_  
Signature of Applicant

# Lilya Avagyan

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## PROFESSIONAL PROFILE

**Experience:** Marketing specialist with over 10 years of marketing leadership experience.

**Management:** Recruited, hired, and trained over 200 specialists in the last ten years; always staying calm in stressful and emergent situations and helping guide the team through tough circumstances to success.

**Progress:** Achieved 100% sales growth in 1 year, organized sold out events/conventions with occupancy of up to 3,300 through savvy marketing.

**Monetary Responsibilities:** Up to \$1 million departmental budget management including preparation, tracking, and allocation of funds.

## EXPERIENCES

### **Founder/CEO**

August 2021 – Present

YoutTeam Marketing [\[Link\]](#)

- Developing and implementing multi-faceted external and internal communications strategies, tactics, deliverables, and metrics.
- Managing relationships between clients and project managers to bring deeper insights and creative approaches to marketing and communications solutions.
- Measuring the effectiveness of communication channels and activities to improve and innovate.
- Overseeing improvement processes of tactical and strategic deliverables.
- Overseeing contract implementation and compliance with customers and partners.
- Ensuring alignment of financial plan with overall vision, strategy and short and long-term goals.
- Foster effective teamwork between the clients and staff.

### **Chief Marketing Officer**

March 2020 – Present

ANIV Inc. [\[Link\]](#)

- Created a growth marketing plan to fit the limited budget specific to startup.
- Conducting micro-mobility product marketing and brand awareness worldwide.
- Overseeing the sales strategy, managing relevant sales channels.
- Managing the development of digital marketing platforms, leading to an increase of the organic reach of the company's online presence.
- Supervising content creation, including promotional material text, design, presentation, sales outreach, etc.
- Reporting to the founding CEO regarding campaign results and conversion rates.

### **Marketing Director**

March 2020 – August 2021

LA Solar Group [\[Link\]](#)

- Conducted renewable energy product marketing, field marketing, and brand awareness in the California, Nevada, and Texas markets.
- Created processes for negative review management to improve customers experience and refine future customer care.
- Managed a marketing team of twenty, as well as working effectively with cross functional teams to insure operational excellence.
- Doubled company sales through innovative sales strategy, video testimonials, running educational blogs, improving original email campaigns, and through creative social medial marketing.

- Created a process for call center operation including first contact, consultation, and former lead follow-up.
- Managed the development of digital marketing platforms such as websites, landing pages, request and registration pages, promotional invites, email marketing, social media, and implementing effective search engine optimization (SEO) strategies, leading to an increase of the organic reach of the company website by three times.
- Communicated across national boundaries to promote the usage of the companies' overseas production.
- Reported to the founding CEO regarding department developments and efforts.

#### **Executive Director**

February 2009 – March 2020

##### **Armenian Entertainment Production**

- Conducted marketing, branding, event promotion, and other public relation campaigns as an external firm, leading to revenue and operational growth for start-up companies.
- Managed the business to business marketing of contracting companies, such as Flagman Telecom, through the start-up phase.
- Coordinated entertainment events, speaker presentations, and press conferences with capacities of thousands.
- Created overall marketing strategies and messaging for contracting businesses.
- Directed community outreach for various Armenian public interest and political campaigns.

#### **Associate Producer and Community Relations Coordinator**

March 2015 – September 2019

##### **USA TV (California Channel 10) [\[Link\]](#)**

- Hosted trade shows on post-production technology.
- Coordinated with cities, counties, and various public agencies (such as MRCA) to acquire permits for filming.
- Identified, confirmed, and prepared speakers and show guests.
- Administered talent and staff acquisition for the company and specific projects.
- Conducted surveys to gather audience feedback and prepare analysis and reports regarding network projects.
- Evaluated filming location and executed agreements for the projects.

#### **Community Relations Coordinator**

May 2013 – March 2015

##### **Downtown Glendale Association – City of Glendale, CA [\[Link\]](#)**

- Acted as the representative of Downtown Glendale Association in Glendale and neighboring cities.
- Developed strategies to attract new businesses and facilitate existing business growth in downtown Glendale.
- Oversaw an operational budget of close to a million dollars and presented various project sponsorships, such as Alex Theater Renovation, Taste of Glendale, Cruise Night, and others, to the board for approval.
- Organized various public events to attract new visitors to the city of Glendale.
- Arranged the Downtown Glendale Association board of directors meeting, sub committee meetings (Sidewalk Operation Committee, Land Use Committee, Marketing Committee.), and notified the community of the upcoming meetings.

### **LEADERSHIP & COMMUNITY ENGAGEMENT**

#### **Board Member**

April 2016 – Present

##### **Support Armenia Nonprofit Organization [\[Link\]](#)**

- Developed strategies for providing humanitarian relief to indigent families.
- Conducted virtual fundraising drives to fund the NGO's mission.

#### **Committee Member**

January 2012 – Present

##### **City of Glendale Annual Commemorative Events Committee**

- Member of Man's Inhumanity to Man Committee, raising awareness of human rights issues.

## EDUCATION

### **Woodbury University**

Master of Arts in Organizational Leadership

Honors: Lambda Pi Eta Honors Society

Los Angeles, California

Class of 2013

### **Woodbury University**

Bachelor of Arts in Communications, *Cum Laude*

Extension Program: Harvard University - Program on "International Law and War Crimes, Genocide, Justice."

Study Abroad: Hanze University of Groningen, Netherlands - Program on "Doing Business in Europe."

Los Angeles, California

Class of 2012

## LANGUAGE SKILLS:

- **English** - Fluent
- **Armenian** - Native Proficiency
- **Russian** - Fluent