

# Dulguun Enkhzaya

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## Education

<b>MASTER OF SCIENCE – INTERNATIONAL BUSINESS (MIB)</b> Hult International Business School   Boston, MA <ul style="list-style-type: none"><li>Specialization in Business Analytics.</li></ul> Worked in 25 different teams and collaborated with people from more than 100 different countries.	Aug 2022
<b>BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL TRADE</b> University of the Humanities   Ulaanbaatar, MN <ul style="list-style-type: none"><li>GPA: 3.72 (Top 11% of program)</li></ul>	Jun 2020

## Experience

<b>VIRAL PARTNERS MARKETING FIRM – Digital Marketing Manager</b>   Ulaanbaatar, MN	Jul 2020 – Jul 2021
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- Developed campaign scope, goal and Go-to-Market strategy to be accomplished timely and accurately, boosting sales by 54%.
- Identified KPI's of social media and measured CLV and ROI from social over 8 accounts.
- Monitored and evaluated landing pages, Facebook and Instagram Ad campaigns, Google AdWords, SEO implementation, and producing monthly reports to optimize profits for customers.
- Defined target users and persona, increased brand awareness and increased traffic through clients' Facebook, Instagram and Landing pages.
- Collaborated with colleagues on improvement of campaign performance, gathered and assessed data, improved SEO and presented detailed monthly campaign reports and recommendations to executives and clients.
- Launched 14 different digital and social media and integrated campaigns and contents increasing annual revenue by 34%.
- Initiated new methods of campaign measurements, calculations, performance indicators for reporting to the clients.
- Developed a strong and long-lasting relationship with more than 8 accounts and liaised between accounts and organization to communicate and influenced clients' strategic decision making.
- Collaborated with in-house production team for content creation and planning for digital campaigns and successfully outsourced production firms when needed.
- Organized influencer campaigns and verified their voice and tracked key performance metrics.
- Calculated project budget and collaborated with finance staff to set and stay in budget.
- Negotiated advertising contracts and pitched campaign proposals.
- Participated in and organized brainstorming and meetings.
- Promoted within 8 months due to strong performance and organizational impact.

## Additional experience

<b>KANTAR GROUP – Quality Control Internship</b>   Ulaanbaatar, MN	Jun 2020 – Jul 2020
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- Structured as a Quality Control Analyst in the Data Operation Section by monitoring a total of 515 Census Panel data sets in 15 cities of Mongolia.
- Collaborated with coworkers and management to ensure product quality by documenting and checking data.
- Developed an understanding of document control and the importance as it is related to clients' satisfaction.
- Assisted with Internal Auditing programs to solve problems and communicated with management on a regular basis.

<b>Y&amp;R MONGOLIA – Creative Advertisement Internship</b>   Ulaanbaatar, MN	Apr 2020 – Jun 2020
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- Acknowledged marketing operations and participated in marketing research analysis as CRM, Email, and Google Analytics.
- Developed an understanding and importance of data-based marketing and advertising solutions for campaigns and proposals by delivering them in creative ways.
- Assisted multiple monthly projects to optimize company operations.
- Fulfilled WPP's Code of Ethics online training on anti-bribery and corruption, covering the Foreign Corrupt Practices Act and UK Bribery Act.

## Skills and Achievements

- Languages:** English (fluent), Russian (proficient), Chinese (elementary), Mongolian (native), Spanish (elementary)
- Soft Skills:** Independent, Active listening, Time management, Giving and Receiving Feedback, Communication, Punctuality, Adaptability, Teamwork & Collaboration, Decision Making, Organizing and Planning, Problem Solving, Persuasion, Work Ethics, Continuous Learning, Coaching Mindset, Curiosity & Self-Improvisation, Empathy, Responsibility & Accountability, Self-Improvement, Self-Motivating, Creativity, Self-Initiating, Leadership, Teamwork, Multi-Tasking.

- **Technical Skills:** Market Research & Analytical Skills, Strategic & Marketing Planning, Social Media Marketing, Digital Marketing, Content Creation & Planning, Analytical Frameworks & Models, External Analysis, Internal Analysis, Forecast & Trend Analysis, Testing Hypothesis, HubSpot, Salesforce, Trello, Tableau, Reporting Abilities, Project Management, Client Communication, Budget Control & Planning, Digital Marketing, SEO, SEM, Web Analytics, Power BI, CLV, ROI, Pitching.
- **Certifications:** Python – Datacamp, Microsoft PowerPoint – LinkedIn, Inbound Marketing – HubSpot, Digital Marketing – HubSpot, CLV – MBTN, Integrated Online Marketing Plan – LinkedIn Certification.
- Awarded Employee of the Year for significantly improving business performance and communication between clients and company.
- The Leading Student of University of the Humanities, 2019.