

KHALIUN TSOGT

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SUMMARY

Passionate Marketing Manager with over 3 years of experience in IT Project Management, Marketing Research, Digital Marketing, and Branding. Demonstrated success in leading the implementation of Learning Management Systems and ERP systems, enhancing operational efficiency. Skilled in conducting in-depth market and customer research, utilizing a critical thinking approach to derive actionable insights. Adept at developing and executing social media marketing strategies that significantly boost brand visibility and engagement. Proficient in leveraging Meta platforms, Google Ads, and email marketing to drive lead generation and brand awareness. Demonstrated success in improving customer engagement by 114% and increasing student enrollment rates by 3%-7% through targeted campaigns. Skilled in content planning, A/B testing, and KPI monitoring to optimize marketing strategies and achieve measurable results. Successfully increased student enrollment rates by 3%-7% across three higher educational organizations through targeted marketing initiatives.

SKILLS & LANGUAGES

Digital Marketing: Content Management, Google Ads, Google Analytics, META, Social media management

Marketing Research: Consumer Analysis, Consumer survey, Market Share Analysis, Customer Satisfaction Analysis, Marketing Plan Development, Quantitative Data,

Project Management: System Implementation, Project Training, Project Planning, Microsoft 365, Google Workspace, Agile, Jira and Trello

Design Skills: Canva, Camtasia, Figma, Microsoft Visio

Languages: English (Fluent, IELTS Academic 7.5), Japanese (N4), Russian (Fluent), Mongolian (Native)

PROFESSIONAL EXPERIENCE

New Mongol Academy | Ulaanbaatar, Mongolia

Project Manager | October 2020 – August 2021

- Carried out virtual training for over 420+ teaching and non-teaching staff, resulting in a 30% increase in overall productivity and knowledge retention.
- Provided excellent customer service and resolved issues. The complaint was reduced by 40% by the end of the year.
- Oversaw the coordination of project elements with cross-functional teams, leading to a 15% reduction in project timeline delays.
- Authored a comprehensive user handbook for project beneficiaries, leading to a 50% decrease in user errors and inquiries.
- Developed comprehensive project plans from inception to completion, resulting in a 15% decrease in overall project timelines and a 20% increase in on-time delivery metrics.

New Mongol Academy | Ulaanbaatar, Mongolia

Marketing Manager | August 2021 – June 2023

- Developed promotional campaign in three branch educational organizations, increasing the enrollment rate of students by 3%-7% from the breaking point.
- Conducted annual consumer survey for over +4200 participants.
- Implemented and managed multi-channel digital marketing campaigns across Meta platforms, SEO, Google Ads and email marketing.
- Maintained brand consistency and strengthened brand identity by upholding brand standards across all digital marketing channels, resulting in a 114% increase in customer engagement overall in 2 years.
- Proficient in content planning, A/B testing, and KPI monitoring (CTR, CPC, CPA) to refine content strategies.

EDUCATION

Master of Digital Management

International University of Japan | Niigata, Japan | August 2024 (Expected Graduation)

Research topic: Exploring E-Governance and Digital Transformation: Insights from the Mongolian Experience

Digital Transformation Program representative for the Graduate School of International Management Student Council

Bachelor of Arts in Economics

Financial University under the Government of Russian Federation | Moscow, Russia | 2020

Cumulative GPA: 4.38/5

Department: World Economics and International Business

AWARDS AND HONORS

Scholarship of Russian Government with Embassy Recommendation, 2016 – 2020

Recipient of Nakayama Scholarship, 2023-2024