
Uzzi Ganaa

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PROFESSIONAL PROFILE

Graphic designer and marketing professional with 10+ years of professional experience in digital marketing and design, logo branding, web development and graphic design. Master's degree in international business and entrepreneurship. Proficient in Adobe Creative Suite, Figma and Canva. Looking to leverage solid education and experience to obtain a full-time graphic design or social media marketing position.

SKILLS SUMMARY

- Design thinking
- CRM
- Design spirit
- Graphic design, logo branding
- Creative digital and printing
- Digital Marketing tools
- Wordpress, Hubspot, eDM
- Adobe Suites, Figma and Canva
- Data Analytics & Reporting

EDUCATION

Curtin University	2020 – 2022
Master of International Business and Entrepreneurship	
National University of Mongolia	2000 – 2004
Bachelor of Information Technology Science	

CAREER SUMMARY

Rocket Launches Marketing Agency	Nov 2022 - Jan 2023
Innovation Furniture shop, Perth, WA	Jul 2021 – Oct 2022
Tenger Insurance in Mongolia	Jul 2017 – Jul 2018
Capitron Bank in Mongolia	Jun 2016 – May 2017
State bank of Mongolia	Nov 2009 – Jun 2016

PROFESSIONAL EXPERIENCE

Rocket Launches Marketing Agency Nov 2022 - Jan 2023
Strives to thrust business into the next dimension with bespoke marketing & business coaching services.

Marketing and Graphic designer

- Worked on event plans and made a plan, budget list, research the venue and content marketing.
- Audited on social media marketing on new and existing clients and, based on that created a planned list of improvement content.

Innovation and Jack's Furniture shop, Perth, WA Jul 2020 – Oct 2022
Innovation and Jack's furniture company is a retail business for selling modern furniture. The company was established in Perth about ten years ago.

Social Media Marketing Specialist and Graphic Designer

- Maintain social media presence across all digital channels, actively manage marketing campaigns by creating 10+ advertisements on a daily basis to improve sales.
- Measure and report on the performance of all digital marketing campaigns via creating split channels, daily posters and video content. Targeted messaging increased sales by 25% & improved customers' engagement.

Tenger Insurance

2017 – 2018

Tenger Insurance LLC was established in 2001, and is one of the top 5 insurance companies.

Head Of Marketing Department and UX/UI lead

- Directed the new website and online application which is still maintained and has helped growth of the organisation's brand.
- Successfully spearheaded the 2nd annual FINANCIAL FORUM that over 100 companies attended.
- Managed a networking event for the American Chamber of Commerce in Mongolia and that brought about a warm relationship between the organisation and clients and its stakeholder's relationship.
- Achieved an increase in public awareness about road share insurance and risk management through videos in content marketing
- Supervised 5 young managers and guided them to the impact on productivity is amplified at the team level.

Capitron Bank

2016 – 2017

Capitron Bank is operating commercial banking activities in retail banking services and provinces with a total of 40 branches and settlement centres.

Senior Marketing Manager and Graphic Designer

- Made all necessary internal and external preparations to start the rebranding process with embedded governance and controlled the new brand expressions across all brand touchpoints.
- Built strong relationships with cross-functional stakeholders to efficiently implement user experiences that were cohesive, inclusive, and well-informed like a company's website and online app.
- Outlined and managed the marketing budget to all the money a business intends to spend on marketing-related projects over the quarter or year.
- Responsible for building, executing, and monitoring your PR strategies and tactics for the organisation.
- Oversaw Implementation for the 15th anniversary of the bank's events held to promote a company, brand, or product and resulting in the bank's deposit and the number of customers increased.

State Bank of Mongolia

2009 – 2016

State Bank is one of the leading financial institutes in Mongolia with the biggest number of branches (500+) across the nation.

Senior Marketing Manager | Graphic Designer | Web Designer

- Led a unique career within the organisation starting off as a Web designer and progressed until a Senior Marketing manager over 7 years and was responsible for managing a team of 20.
- Created and executed a social media marketing campaign and established the organisation's first social media presence across all platforms, resulting in significant increase of social media followers from 700 to 100,000 within a year.
- Produced marketing and promotional materials and was responsible for designing products' fliers, brochures, annual reports, card design and managing photo shoots.
- Designed and executed Bank's first online application by applying digital design environments including visualising user stories, ideation, flows, wireframes, information architecture and prototype designs.
- Responsible for creating the design and layout of the organisation's website as a Web designer and designed and built the interface, navigation and website aesthetic.
- Successfully managed the branding creation for State Bank by defining requirements, visualising and creating graphics.

ADDITIONAL INFORMATION

Languages: English (professional), Mongolia (native)

Interests: Indoor climbing, swimming and reading

Certificate: Complete Web & Mobile Designer in 2022: UI/UX, Figma (Udemy Academy)
Started Google UX Design Professional Certificate in October

REFERENCES

Available upon request or add your reference