



DELGERJARGAL ANBAT

CREATIVE DIRECTOR, FOUNDER OF IRMUUN

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PROJECTS

CHINGGISKHAAN

Entertainment Project

ANIMAL FARM

Political Project

DINZA

Comic series, author

TSONDO & TSUNDE

Comic series, author

COSMOPOLITAN

Media & Entertainment Project

NATIONAL GEOGRAPHIC

Media Project

NATIONAL GEOGRAPHIC TRAVELLER

Media Project

NATIONAL GEOGRAPHIC KIDS

Media Project

MONGOLIAN WUNDERKIND

Television show

THEATRE SHOWS FOR KIDS

Synthesis performance

IRMUUN LIFE

Media Art Project

MONGOLICA

Media Project

VARIOUS CAMPAIGNS

Marketing and PR

EDUCATION

ECONOMY &

BUSINESS ADMINISTRATION

National University of Mongolia

MASTER'S

IN BUSINESS ADMINISTRATION

National University of Mongolia

SKILLS:

Since establishing Irmuun Agency and Irmuun Multimedia LLC in 1999 and 2011 Irmuun Animation LLC, A.Delgerjargal has continuously worked and developed in the Marketing and PR industry as General Director and Creative Director and a concept writer. Therefore, she has developed a high profile in marketing and PR management in the most major categories of industries in both domestic and foreign markets.

COOPERATION:

Animation and cartoon with the expertise from Republic of Korea from September to November 2008.

Art Direction with expertise from Italy from March to June, 2009.

Leadership and Management from Japanese expertise in June 2007,

Entertainment, Animation developing from Canadian expertise in 2011

Art directing in Creative industries, Marketing PR, Business development
Hollanders From 2009-2012

WORK EXPERIENCE:

Marketing and Public Relations

International exhibitions in Mongolia:

Starting her professional career in Marketing and PR industry starting from 1998, she has successfully managed the marketing and the PR at forums and exhibitions, held in Mongolia in order to attract foreign investors and sponsorships, organized by the Government of Mongolia and World bank, promoting mining and agriculture. She has been the lead director on publication of brochures, hand outs, portfolios, presentations and media contents cooperating with Mongolian National Chamber Of Commerce And Industry.

International exhibitions held in Shanghai, Japan, Canada:

Starting from 2003, she has outlined the general and detailed concept of the exhibition spaces representing Mongolia, alongside of the publications of hand outs, brochures, presentations and the production of media contents in order to advertise the Mongolian businesses and mining corporations.

Banks:

Starting from 2000, A.Delgerjargal has worked continuously as a consultant outlining the general Branding as well as corporate Branding concepts for the top Mongolian banks encouraging them to attract international investors and partnerships: Khan bank, Golomt bank, Trade and Development bank, Khas bank, Capital bank, Zoos bank, Anod bank, Ulaanbaatar bank, Inter bank.



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Cashmere:

Starting from 1999 to 2010 A.Delgerjargal has successfully worked on branding and marketing of the major Mongolian cashmere brands such as Gobi Cashmere, Goyo Cashmere, Evseg Cashmere targeted to attract foreign markets as well as syncing into the Mongolian cashmere industry attracting domestic markets.

A.Delgerjargal has also an extensive experience on working as a PR consultant and a Creative director in the mining industry. She has successfully consulted Energy Resources LLC., AIDD LLC. Drilling. Major Drilling Mongolia LLC., Wagner Asia Equipment LLC.

In the years of 2003 to 2007 A.Delgerjargal has successfully worked as Creative concept PR manager on the Animal Contagious Diseases Arrangement campaigns organized by USAID reaching to alarm the countryside residence and farm owners and to prevent animal contagious diseases.

BRAND DEVELOPMENT AND ENTERTAINMENT PRODUCTION

As Creative Director at Irmuun Agency since 1999, A.Delgerjargal has worked as Editor-in-Chief for numerous publications including branding and PR marketing of:

Ulaanbaatar city's tourism branding and entertainment contents.

Educational and entertainment media contents for the Mongolian representatives at the world's leading trade fair ITB Berlin in 2015.

She has contributed leading role in directing and publishing Mongolica magazine distributed in diplomatic corps and foreign embassies in Mongolia as well as Mongolian embassies oversees being the lead introduction content during the ASEM11 (Asia-Europe Meeting) in 2016 being handed out to over 4000 representatives from over 56 countries. Furthermore, the lead introductory of UNWTO Silk Road Conference on Nomadic Tourism and Sustainable Cities in Mongolia.

Sky vision, Mongolica, Smartway in-flight magazines that were placed in MIAT, Eznis Airlines and Hunnu Airlines as well as the magazines being segmented for different types of demographic starting from including product advertisement for the economy class to project and business advertisement for the investors in the business classes.

Over 30,000 PR contents, such as hand outs, guides and maps were published for international tourists in four different languages in order to promote Mongolia's tourism industry at the international fairs and exhibitions by Irmuun Agency from 2001 to 2006.

The first Mongolian Coupon Book published for 40,000 households including 400 to 500 different companies' sale advertisement in 2005.





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A. Delgerjargal has successfully worked as the author of Tsondo, Tsunde as well as Dinza, children’s comic books aimed to provide education on sustainable development, alongside of managing the marketing and PR for the domestic market. Starting as a children’s comic book, the project managed to become a national brand, selling almost 1 million copies in total, ranking it as the most family friendly brand of all time. The children’s comics have received many winning awards from the education, culture and art departments and becoming children’s “Most favorite book. The brand managed to promote its own brand labeled beverages and other products pausing the import of foreign beverages at the time. She has also successfully managed to work as a director of the Tsondo, Tsunde and Dinza’s screen plays for children that was organized annually on International Children’s Right days’.

COSMOPOLITAN

Cosmopolitan Mongolia: A. Delgerjargal have managed to initiate Cosmopolitan Mongolia project in 2010 and has been working as Editor-in-chief for the Cosmopolitan Mongolia magazine, directing the marketing and PR of the brand since. Irmuun Agency had the experience of publishing lifestyle magazines such as Tanid Heregtei, Okey magazine. Since 2010 Cosmopolitan Mongolia has managed to reach a total audience of 70,000 (repeated consuming counted) and 300,000 subscribers on the biggest social media platform Facebook, ranking it the second largest entertainment and news page in the country.



National Geographic Mongolia: A. Delgerjargal has worked as the initiator for the National Geographic Mongolia project started in 2012, and worked as Editor-in-chief and Project Director on the publication of National Geographic’s main, traveler and kids magazines successfully targeting segmented audience of an educated demographic. The brand managed to reach 70,000 people through a “Best 50 photographs of the year” exhibition within the publishing year.

In progress, Chinggis is an international entertainment project aimed to educate about the Mongolian History.



Politics:

Starting my political PR agent career from the elections throughout the years from 2004 to 2016, I have managed to successfully work as an electoral campaign director and a PR agent for the candidates as N.Enkhbayr, Ts.Dashdorj, M.Enkhbold, D.Oyunkhorol etc. as well as with the two major political parties such as Mongolian People’s Party, Democratic Party through publishment and media campaigns, social media contents effecting on the electoral ratings positively. I have also managed to decrease the rating of a 2016 Parliamentary election candidate by 17% through offense marketing and PR before the elections.



In 2016 during the Parliamentary elections I worked as Creative and Art director on the Animal Farm project aimed to educate the citizens on politics, producing the first Mongolian 9 series motion comics based on George Orwell’s novel Animal Farm reaching 150,000 people on social media. The project is intended to become the political social media platform in the future.