

Ari Batbayar

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Data-Driven Marketing Specialist: Market Research, Customer Insights, Data Visualization,

Summary:

- Over 4 years of experience in B2B marketing, marketing research, and analytics
- Data-driven marketer proficient in Tableau, SQL, Microsoft Excel, and Microsoft PowerPoint
- Demonstrates exceptional problem-solving skills and excels as a team player, consistently achieving positive results.

Key Skills:

Strategic Analysis, Data Visualization (Tableau, PowerBI), SQL, Cross-Industry Adaptability, Project Management, Problem-Solving, Effective Communication, Team Collaboration.

Education:

- MBA in Business Analytics, DePaul University (June 2023)
 - Completed courses in advanced analytics techniques, SQL, R programming, and Data Visualization (Tableau)
 - Advanced in a deep understanding of Business Analytics to gain powerful business insights

Work Experience:

Market Research Analyst (November 2023 – Current)

ICAWAY

Career coaching services for international students and first-generation immigrants in the US

- Analyzed customer journey on an online learning platform using Google Analytics 4, leading to actionable insights for website KPIs and user experience enhancement.
- Conducted 8 focus groups with 41 participants, analyzing qualitative data to identify key market behaviors, and informing strategic marketing decisions.
- Led over 200 in-depth interviews for primary customer behavior research, providing valuable insights for targeted marketing strategies and customer-centric solutions.

B2B Marketing Specialist (June 2022 – September 2022)

Tenger Corporation

A remodeling construction company specializes in renovating existing buildings

- Created corporate brand guidelines to create a company identity and built a company portfolio website generating 200 monthly viewers
- Managed and optimized marketing budgets using advanced analytics tools increasing ROI by 23%
- Developed an intuitive descriptive analytics dashboard to effectively communicate business performance metrics, including sales trends, customer behavior, and market dynamics, enabling senior stakeholders to make informed decisions
- Key Achievements: Generated sales leads and secured new client contracts worth \$65,000 in the first two months with successful online marketing campaigns

B2B Marketing Manager (February 2017 – July 2019)

Hera Equipment (Hyundai Construction Equipment)

- Extracted valuable insights from quarterly and annual market research using syndicated data to gain a competitive advantage
- Orchestrated product and service bundling strategies, resulting in a notable 13% increase in sales
- Pioneered a customer loyalty program, elevating the retention rate from 15% to 28% and driving higher customer sales
- Utilized 13 years of sales data to implement a streamlined CRM system on HubSpot, improving sales lead tracking
- Introduced a post-purchase customer satisfaction survey system, identifying delivery pain points, improving reliability, and achieving a notable 15% increase in overall customer satisfaction
- Attended five nationwide and two international (Seoul, Korea and Shanghai, China) exhibitions abroad while increasing quality leads number by 34%
- Key Achievements: Led the marketing department, reporting directly to senior leadership, strategically leveraging syndicated data for market research, and implementing successful product bundling strategies that boosted annual sales by 12%

Project Team Member, Customer Data Analysis (June 2023 - July 2023)

Enova International, Data Smackdown Competition 2023

Improving Customer Conversion Rate Performance

- Examined online sports streaming platform's historical customer data to establish a high-performing probability model
- Classified customer conversion rate with a 92% success rate

Project Team Member (Graduate Student) (June 2023 - July 2023)

Kellstadt Graduate Business School, DePaul University

Maximizing Citibike Profit

- Simulated multiple regression model to predict bike renting demand for each station
- Combined marketing and sales data with a linear optimization model to maximize the number of total trips by 37%

Project Team Member, Digital Platform Customer Data Analysis (September 2023 – October 2023)

Accenture North America Data Analytics and Visualization Job Simulation on Forage

Analyzing Social Buzz

- Cleaned, modeled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders

Certifications and Licenses:

- [Accenture North America - Data Analytics and Visualization Job Simulation](#)
- [SQL Essential Training](#)
- [MITx - Introduction to Computer Science and Programming Using Python](#)

Links:

- <https://www.linkedin.com/in/ari-batbayar/>
- <https://www.ari-batbayar.com/>

Groups:

- Institute for Operations Research and the Management Sciences
- Kellstadt Business Analytics Organization