

# Khaliun Mend-Amgalan

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## Summary

Recent Advertising and Public Relations graduate with experience in campaign strategy, social media, and event planning. Born in Mongolia and educated in Seattle and Chicago, I bring a global perspective and cultural fluency to everything I create. Skilled at building meaningful brand messaging, leading teams, and connecting with diverse audiences through research-driven storytelling. Explore my portfolio at [khaliunm.com](#).

## Education

**DePaul University** | Chicago, IL

*B.A in Advertising and Public Relations, Minors in Communications & Media, and Event Planning*

Graduated: June 2025 | GPA: 3.8 | Dean's List

## Experience

**Marketing Intern** | James Adams Agency

Mar 2025 – Jun 2025

- Supported brand positioning and campaign planning through in-depth audience, industry, and competitor research.
- Contributed to strategic briefs and creative ideation for client campaigns across digital and traditional platforms.
- Collaborated with cross-functional teams to develop pitch decks and marketing collateral for client presentations.
- Assisted in social media audits, helping identify content opportunities that improved engagement strategy.

**Social Media Manager** | Cielo Food n Bar

Jun 2021 - Sep 2023

- Managed Instagram content strategy and publishing, increasing engagement by 35% through consistent visuals, reels, and stories.
- Developed and executed promotional campaigns that drove a 25% increase in customer traffic during key seasonal events.
- Created and curated on-brand content, captured photography, and wrote captions that aligned with business goals.
- Tracked social performance metrics and audience insights to refine content strategy and boost visibility.

## Leadership

**The Ad Society at DePaul University** | Vice President/Treasurer

Aug 2024 - Jun 2025

- Directed organizational strategy and operations as Vice President, ensuring alignment with member interests and professional development goals.
- Planned and executed 5+ agency visits, workshops, and networking events, fostering professional growth opportunities for 15+ society members.
- Collaborated with executive board members to develop marketing campaigns, increase membership engagement, and promote organizational activities.

## Relevant Coursework

**American Advertising Federation Campaigns** | DePaul University

- Developed comprehensive advertising campaign for real world client (AT&T), including strategic planning, creative execution, and media planning aligned with client goals.
- Collaborated with a multidisciplinary team to conduct market research, audience analysis, and competitive assessments to inform campaign strategies.
- Led the creation of a high-level plans book detailing campaign strategies, creative concepts, media plans, and performance metrics for a real-world client.

**A.I-Assisted Creative Advertising** | DePaul University

- Mastered generative AI tools and strategies to develop innovative advertising content and campaigns, staying ahead of digital marketing trends.
- Designed AI-powered advertising campaigns by integrating insights from advertising, public relations, and related fields to create engaging, data-driven content.