



Aung Than Sein @ Rishi

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[Rishi's Portfolio](#)

PROFILE SUMMARY

Result-driven professional with over 10 years of experience in Sales, Marketing, and Strategic Planning across the FMCG and Telecom sectors. Proven expertise in data-driven decision-making, performance monitoring, team leadership, and process optimization. Strong background in data analysis, reporting, and dashboard creation using tools like Excel, Power BI, and Power Query. Passionate about leveraging data and technology to drive organizational efficiency, strategic planning, and continuous improvement.

EXPERIENCE

BRAND MANAGER

Yangon, Myanmar

Beyond Group of Co. Ltd.

Jul 2023 – Mar 2024

- Coordinated with the channel manager to strategically allocate stock based on data analysis and sales trends; led to a 49% improvement in stock turnover and a 32% boost in overall sales.
- Launched trade promotion schemes, ensuring competitive pricing to expand market share and gain 2% new customers. Conducted continuous product knowledge training for the sales team, leading to a 50% enhancement in drop size.
- Optimized inventory management by reviewing sales data and stock levels. Proactively coordinated with the import team to generate timely purchase orders, resulting in a 16% improvement in stock replenishment efficiency and elimination of stock-outs.
- Drove 18% top-line growth through strategic marketing initiatives, achieving medium-term category share targets. Enhanced brand health, resulting in a 2% increase in brand equity within six months.
- Designed and presented monthly performance reports using advanced Excel dashboards and visualizations.

DEPUTY SALES MANAGER

Yangon, Myanmar

KDDI Summit Global Myanmar Co. Ltd.

Jul 2021 – Jan 2023

- Managed POS sales target, KPI scheme, and promotion program for the handset channel team, ensuring alignment with overall sales objectives.
- Enhanced POS target achievement rate by 23% through diligent monitoring of weekly sales results, in-depth analysis of regional performance, and strategic planning of countermeasures during team meetings.
- Analyzed market conditions and developed new products by collecting and evaluating survey reports from handset shops, effectively tracking and adapting to changing market trends.
- Boosted regional sales by 19% through comprehensive training and coaching of team members on advanced selling skills, and by producing and utilizing insightful sales performance reports.

ASSISTANT SALES DEVELOPMENT MANAGER

Yangon, Myanmar

MEGA Lifesciences Co. Ltd.

Jan 2019 - Sep 2020

- Managed sales team's targets by aligning with established sales routines and ensuring proper call plan assignments to enhance outlet sales performance and distribution across channels.
- Increased sales by 12% through strategic modifications to sales routes and by leveraging sales productivity and call plan outlet visit GPS reports for actionable insights.
- Boosted promoter's target achievement rate by 56% by developing new BI reports and implementing data-driven actions in collaboration with team members based on thorough sales data analysis.

MARKETING EXECUTIVE

Yangon, Myanmar

MEGA Lifesciences Co. Ltd.

Jul 2016 - Dec 2018

- Prepared target POS materials, refund amounts, and trade schemes for exclusive outlets and sales channels, ensuring effective resource allocation and promotional activities.
- Enhanced sales achievement by implementing targeted retail promotions, analyzing competitor activities, monitoring stock balances, and coordinating stock transfers across channels to meet sales targets.
- Increased display outlet sales by 20% through effective management and tracking of SKUs, weekly monitoring of channel-wise sales achievements, and detailed analysis of sales coverage and distribution.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Yangon University of Economics;
Major: Business Management

Yangon, Myanmar
2017

BACHELOR OF BUSINESS ADMINISTRATION

Yangon University of Economics;
Major: Business Management

Yangon, Myanmar
2014

TECHNICAL & ANALYTICAL SKILLS

- Data Tools: Excel (Advanced), Power BI, Power Query, Power Pivot, Basic SQL, Google Data Studio
 - Statistical Analysis: Basic experience with SPSS; working knowledge of data cleaning & visualization (Power Query & Power BI)
 - Automation Tools: Power Automate, CRM Systems, Oracle
 - Other Tools: Canva, MS Word, PowerPoint, Outlook
 - Soft Skills: Strategic Thinking, Problem Solving, Report Writing, Presentation Skills, Team Leadership
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CERTIFICATIONS & TRAINING

- Effective Leadership Skills
 - Essential Managerial & Supervisory Skills
 - Sales Theory of Constraints (STOC)
 - Professional Selling Skills
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OTHER

- **Languages:** English, Hindi, Burmese
 - **Core Competencies:** Target Planning, Sales Planning, Strategy Planning, Budget Forecasting, Sales Analysis and Reporting, Event & Campaigns Management, Distributor Management, Brand Management, Performance Management, Inventory Management, Customer Management, Training Management, Survey and Research, Negotiation and Leadership, Complain Handling, Confident and Convincing skills, Decision-making skills
 - **Volunteering:** India Education Fair (2014)
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FIELD OF INTEREST

- Sales & Business Development Roles
- Marketing & Brand Management Roles
- Data Analytics & Business Intelligence Roles
- Operations & Strategy Roles