




Zynn Htwe


Media Manager, Paid
Social

Contact

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About Me

Globally experienced digital marketing professional with a strong foundation in social media strategy, brand communication, and creative content production. Currently expanding technical expertise through U.S.-based education and certification, with a demonstrated commitment to continuous learning and industry relevance. Eager to contribute a fresh, global perspective and a strong work ethic to a forward-thinking marketing team.

Skills

- Digital & Social Media Marketing
- Content Creation & Creative Direction
- Graphic Design (Canva, Adobe Suite)
- Website Management (html, Squarespace)
- Analytics & Performance Reporting
- Campaign Strategy (Organic & Paid)
- Client Account Management
- Cross-cultural Communication

Education

- Bachelor of Mathematics.
Yangon University 2012- 2015
- Technical Certificate in Digital Media Production
Florida State College at Jacksonville (Completing Summer 2025)
- Professional Digital Marketing Certificate + PCM®
Certification
American Marketing Association & Digital Marketing Institute (Completing October 2025)

Experience (US - International)

- Client Service Specialist
Lutheran Social Service - Jacksonville, FL 2024 - present
 - Lead digital and print content creation for employment outreach campaigns serving immigrant communities.
 - Designed and executed paid social campaigns on Meta and LinkedIn to promote job opportunities.
 - Created campaign strategy briefs and performance reports for internal stakeholders.
 - Tailored messaging to resonate with diverse, underserved audiences.
- Marketing & Admin Coordinator
Palmyra Marble & Granite – Jacksonville, FL 2023-2024
 - Developed brand visuals and managed content for social media.
 - Assisted with mobile-responsive website updates and marketing collateral.
 - Supported administrative and HR documentation processes.
- Digital Marketing Manager/ Team Lead
Peach Marketing Consultancy – Myanmar 2020- 2023
 - Planned and executed full-funnel paid social campaigns (Meta, YouTube, influencer) targeting segmented audiences, resulting in 9M+ reach and brand engagement growth
 - Developed media strategies aligned with GTM goals, optimizing across creative formats and messaging to improve CTR and cost-per-engagement
 - Collaborated cross-functionally with creative, analytics, and client teams to refine messaging, placement timing, and campaign ROI
 - Coordinated influencer partnerships and managed product seeding for campaign amplification.
 - Oversaw creative timelines, media placements, and content calendars for Facebook, Instagram, and YouTube.
- Media Executive
Mango Media – Myanmar 2014- 2019
 - Developed and executed traditional marketing plans including print, radio, and event-based promotions.
 - Coordinated media buys, vendor negotiations, and campaign timelines.
 - Collaborated with creative teams to align visuals and messaging with client goals.
 - Analyzed market trends and customer feedback to inform campaign direction.

References

Ms. Wafa Atlas

Palmyra Marble & Granite/
General Manager

Phone: 904-651-8764

Tsion Gebregziabher

LLS / Program Manager

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