

Kyaw Win Than@Jonathan THAN

Resume Kyaw Win Than @ Jonathan

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Education

Bachelor of Science Jan 1995 – Dec 1999

Dagon University, Yangon

- University of Distance Education Yangon, Myanmar
- Studied Physics

University of Foreign Language Yangon, Myanmar Jan 1996 – Jun 2010

UFL, Yangon

Have Studied English & Japanese Language

Computer Advance Course May 2006 – Jul 2008

High Tech Institute, Yangon

(Microsoft Words/Excel, PageMaker, Publisher, Power Point & Design Auto Card)

Employment

Sales Executive to Sales Manager Mar 1998 – Nov 2001

Best Western Kandawgyi Palace Hotel, Yangon

- **Kandawgyi Palace Hotel (Best Western Group)**
- **Sales & Marketing : 3 years Responsibilities**
- Sales in-charge for Japanese Corporate & Government account
- Marketing and Sales Operation for Hotel
- Customer Care & Complaint Care Service
- MICE business handling
- Area Market Coverage and Data base analysis
- Sales Exhibition, Press release and Media advertising

Sales Manager Dec 2000 – Oct 2003

Sofitel Plaza Yangon (ACCOR Group)

Sales & Marketing : 3 years Responsibilities :

- Marketing and Sales Operation for Hotel
- GRM, Guest Relation Management
- Control existing accounts and explore new accounts
- Responsible for Japanese Corporate & DMC
- Assist DOSM for PNL
- Market Penetrating and Revenue Generating Handling
- Competitor Analysis and STL report handling
- Public Relation and Social Media platform handling
- Sales blitz, campaign and Revenue driven

Personal details

Date of birth

July 18, 1977

Place of birth

Yangon, Myanmar

Driver's license

Myanmar Driving License

Gender

Male

Nationality

Myanmar

Civil status

Married

Website

scjgems.com.mm

LinkedIn

Jonathan THAN

Director of Sales & Marketing

Business Development
Manager

Skills

Driving Skill



Market Analyst, R&D



Business Survey



Computer knowledge &
Internet



Cluster Assistant Director of Sales and Operation Management

Oct 2003 – Oct 2009

Solomon Kitano Hotel, Honiara, Solomon Islands

- (Sales & Revenue Management) : 6 Years Responsibility
- Implementing Sales Team and Set goals to achieve
- Tactical Sales Training to Sales Team
- Mainly control Hotel Sales and New market analysts
- Control Reservation and Back Office Assistant
- Online Market Watch and Extranet control
- Computer Software Assistant
- Marketing and Special promotion Service
- Training to Local Staffs
- Hotel Operation
- Reporting to GM & HQ
- Review PNL and Forecast Planning
- Research and Development both online & offline platform
- Implement appropriate Roadmap to achieve targeted budget

Director of Business Consultancy

Dec 2009 – Nov 2012

Zenstones/Zenorth Group, Singapore

Director – Online Jewelry Sales and handling Logistic : 3 years

Responsibilities

- Online advertising and direct sales strategies :
- Handle all logistic ground handling
- Sales Consultant / Manage R&D
- Arrange Marketing and Monthly Promotion program
- Revenue Growth Sector and Competitor Analysis
- Business planning and Forecast implementation
- Recruit Staffing and manage Social welfare programs

Director of Sales & Marketing (Cluster)

Jun 2013 – Nov 2022

Green Hill Hotel/Chinatown Hotel Best Western Group

- Director of Sales & Marketing and Online GDS
- Responsibilities : Market Research, Analysts and deploy Sales
- Forming Sales team & strategies for pre-opening
- Manage Sales Team & E-commerce
- Hotel Revenue Management
- Marketing and Sales Operation for Hotel
- Customer Complaints Care Service
- Control Online Sales Strategies and product positioning
- Direct dealing with Regional Corporate Sales Team
- Control Global Account Management & RFP account
- PNL review with HQ
- GOP review with GM and HQ

My responsibilities

1. Develop and implement strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
2. Develop and manage sales/marketing operating budgets.
3. Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail.
4. Develop and recommend product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
5. Achieve satisfactory profit/loss ratio and market share in relation

Languages

English

Japanese

Burmese

Hobbies

■ Soccer & Chess

to preset standards and industry and economic trends.

6. Ensure effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
7. Oversee and evaluate market research and adjusts marketing strategy to meet changing market and competitive conditions.
8. Monitor competitor products, sales and marketing activities.
9. Establish and maintain relationships with industry influencers and key strategic partners.
10. Guide preparation of marketing activity reports and present to executive management.
11. Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events.
12. Direct sales forecasting activities and sets performance goals accordingly.
13. Directs staffing, training, and performance evaluations to develop and control sales and marketing programs.
14. Direct market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
15. Represent company at trade association meeting to promote products.
16. Meets with key clients, assisting sales representatives with maintaining relationships and negotiating and closing deals.
17. Coordinate liaison between the sales department and other sales related units.
18. Analyzes and controls expenditures of division to conform to budgetary requirements.
19. Assists other departments within the organization to prepare manuals and technical publications.
20. Prepare periodic sales report showing sales volume, potential sales, and areas of proposed client base expansion.
21. Review and analyzes sales performances against programs, quotes and plans to determine effectiveness.
22. Direct product research and development.
23. Online Sales and Global Distribution System Control
24. Liaise with regional corporate sales team

Profile

Courses

Webmaster, Brisbane Australia (Firefox, Internet Explorer, Revenue Caster, YCS (Yield Control System) Microsoft Outlook) Social Media Platform and Online Sales & Marketing	Oct 2005
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Best Western Hotel Group Training (Kandawgyi Palace Hotel, Yangon) Hotel Fidelio Software (Front Office/ Reservation and Customer Care and Marketing)	Feb 2000
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Sofitel Plaza Yangon (Accor Group) (Revenue Management, Digital Sales & Marketing Course, CRS	Apr 2002
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(Customer Relation Service)

Best Western Group

Nov 2015

(I care – customer service training, Train the Trainer, Online Web portal and Extranet control system)

References

Mr. Mike

Best Western Group, Yangon

+959405999223, hr@greenhillhotel.com.mm

Peter Lee

Zenorth Group

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