

# Kevin Myo

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## EDUCATION

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### University of California, San Diego

BA, International Studies- International Business

BS, Data Science Minor

Expected June, 2025

- GPA: 3.575, Provost Honors
- Programming/Data Structures, Managing Diverse Teams, Managerial Accounting

## WORK EXPERIENCE

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### Shwe Cherry Coffee Farm, Pyin Oo Lwin, Myanmar

Marketing Intern

May, 2019 - Aug, 2020

- Consulted with the management team in each step of the logo creation process to manufacture a unique logo that coincides with the company's values.
- Collaborated with production strategies in boardroom meetings before launch.
- Responsible for the English translation of the company introduction letter that was distributed with 300g - 1kg coffee packages to 100 potential customers.
- Listened and followed the strategies given by a hired professional and plant SL34 and Catimore H528 seeds accordingly.

## LEADERSHIP & VOLUNTARY EXPERIENCE

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### Golden Years

Treasurer Position

Jun, 2020 - Aug, 2021

A high school community service organization that gives back to the community by providing financial assistance and much-deserved care to Myanmar's abandoned elderly to help them throughout their golden years.

- Provided financial assistance and care to abandoned elderly communities
- Managed TikTok for raising awareness, donation transfers, and fund-raisings.
- Organized field trips to Shwe Dagon Pagoda to spend time with the elderly.

### Building Blocks

Fundraising and Marketing Team

Aug, 2018- Jun, 2021

- Supported local schools or educational institutes that need financial & volunteer support.
- Fund-raised more than \$1000 through the color run and coffee house events
- Attended weekly meetings and monthly school visits to spend time with the students we are helping.

### Eagles Varsity Soccer

Team Manager & Assistant Coach

Jan, 2021 - Apr, 2021

- Worked on logistics such as recording player performances and discussing team line-ups with coaches for 2 hours every week.
- Mentored the defense team with positioning, techniques, and strategies every practice while injured as an ex-starting player.

## PROJECTS

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### Markstrat (business scenario simulation)

Jan, 2023 - Mar, 2024

- Analyzed marketing mix reports for developing customer segmentation and made decisions on pricing strategies as a team.
- Created effective advertising and R&D to gain the largest market share.

## SKILLS & INTERESTS

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- Languages: Burmese (native), Chinese (intermediate), Python, Java.
- Hard skills: Lateral thinker, Microsoft Excel, Email writing, Copywriting & Basic video editing
- Soft skills: Adaptability, Attention to detail, Collaboration, Communication, Organizational, Strong work ethic
- Hobbies: Travelling, Photography, Gaming, Food-vlogging, Movies, Fitness & Competitive Sports (especially Volleyball)