



## CONTACT ME

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# EDUCATION

## **Bachelor of Business Administration - BBA**

Meiktila University of Economics  
2017 - 2019

## Resuming studies via distance learning (Final Year)

2025 - present

## SKILLS

- Ecommerce Platform Management
  - Campaign Strategy (Online/Offline)
  - Photoshop (Intermediate)
  - AI Tools & Prompt Engineering
  - Team Leadership & Supervision
  - Learning Agility

# Pyae Kyaw

Ecommerce - Supervisor

## WORK EXPERIENCE

Ecommerce - Supervisor

2023 - Present

Shwe Lamin Nagar Co., Ltd | Kyauktada

With 3 years of experience in ecommerce and digital marketing, I specialize in driving revenue growth through integrated online-offline strategies. Currently enhancing my expertise with applied economics to make better data-driven business decisions.

#### **Key Responsibilities:**

- Managed operations on 6 major platforms — Yoma Plus, KBZPay Market, UAB Marketplace, Mercury Online Shopping, Shop.com MM, ICT.com.mm
  - Handled product listings, daily order processing, and real-time stock monitoring
  - Executed store decoration, keyword optimization, and managed promotional campaigns
  - Coordinated promotions, pricing, and stock directly with ICT.com.mm and other partners
  - Generated detailed sales reports for informed decision-making
  - Coordinated with designers, writers, and brand managers to craft effective campaigns
  - Used Photoshop for banner creation and product image enhancement

## CERTIFICATIONS

- 2025: AI for Business Growth (MCIA)
  - 2025: Workplace Ethics & Professional Responsibility (MJC)
  - 2024: Transform Your Business: Marketing Management (MJC)
  - 2023: Applied Digital Marketing (MCIA)
  - 2021: Public & Motivation Speaker (Global Development Institute)

## REFERENCES

Tin Nwe Win

Shwe Lamin Nagar Co., Ltd /  
HR Manager

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# Nway Nway Wint

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Head of Sales and Marketing

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