

# PYAE PHONE MYAT (Da Bhone)



# PORTFOLIO

# About Me

I am youth, but I am a results-driven marketing professional with over 5 years of experience in developing and executing successful marketing strategies across digital and traditional platforms.

My expertise includes brand management, campaign planning, market analysis and team leadership.

From awareness to retention, I manage the entire customer journey and focus on one thing measurable growth.

I combine creativity with data to build marketing systems that actually sell.

I am passionate about driving business growth through creative storytelling, data-driven decision-making, and customer-focused marketing initiatives.

# Education Background



- ▶ ABE Level 4 in Business Administration  
*(UK pathway)*
- ▶ Diploma in Marketing & Brand Management  
*(at Strategy First University)*
- ▶ Diploma in Digital Marketing Strategy & Advertising  
*(at National Management Academy)*

# **JOB EXPERIENCE**

**ASS. DIGITAL MARKETING MANAGER**

(2025 jan to 2025 july)

AT BANG TENG INTERNATIONAL LOGISTICS CO.,LTD

**DIGITAL MARKETER**

(2023 jan to 2024)

AT BAY MA KHA PHARMACY

# Skills

## CREATIVE STRATEGY MARKETING

BRAND AND MARKETING MANAGEMENT

CONTENT AND SOCIAL MEDIA MARKETING

PAY PER CLICK ADVERTISING ON DIGITAL PLATFORMS

CUSTOMER RELATIONSHIP MANAGEMENT

AFFILIATE & INFLUENCER MARKETING

COMPETITORS AND MARKET DATA ANALYSIS

CONTENT CREATION AND COPYWRITING SKILL

WEBSITE CREATION

PROJECT MANAGEMENT

EVENT PLANING MANAGEMENT

PRODUCTION MANAGEMENT

BUSINESS DEVELOPMENT SKILLS

AI in MARKETING

SEO/SEM (INTERMEDIATE)

E-commerce Marketing

Sales Management

Performance Marketing

# Soft Skills

CREATIVITY

COMMUNICATION SKILLS

TEAMWORK AND COLLABORATION

PROBLEM-SOLVING AND CRITICAL THINKING

ADAPTABILITY AND FLEXIBILITY

TIME MANAGEMENT AND ORGANIZATION

LEADERSHIP AND INITIATIVE

INTERPERSONAL SKILLS

WORK ETHIC AND PROFESSIONALISM

# Closing Statement

I am eager to apply my skills to develop innovative marketing strategies, enhance brand visibility, and drive measurable growth for your organization.

With a commitment to continuous learning and data-driven decision-making,

I am confident in my ability to contribute effectively to your team's success.

I look forward to meeting you again in the interview.

Thank you for carefully and patiently reviewing my CV Form,

# Contact info



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