Swe Swe Khaing

Info

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- English, Burmese, Rakhine

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About Me

I have hands-on 2 years experience working as a CRM Administrator / CRM Specialist across multiple CRM platforms, including BizCRM, DSCRM, F-REVO CRM, and Odoo CRM. My work focuses on CRM system administration, workflow configuration, data quality management, reporting, UAT support, and user training to ensure CRM systems are reliable, well-organized, and aligned with business needs. I collaborate closely with sales, marketing, operations, and development teams to support daily CRM usage, improve system adoption, and deliver continuous system improvements.

CRM Core Competencies

- CRM System Administration & Maintenance
- CRM Customization & Configuration
- CRM Reporting & Data Analysis
- User Training & Technical Support
- Data Entry, Cleanup & Migration
- Data Accuracy, Integrity & Validation
- CRM Workflow Optimization
- Cross-Department Collaboration
- Process Improvement & Documentation

Technical Skills

- CRM Platforms: BizCRM, DSCRM, Basic: Zoho, Salesforce, HubSpot
- Programming: Python, SQL, Basic: Java, HTML, CSS, JavaScript
- Testing: Manual/Functional/System/API/ Database Testing, Bug Reporting & Documentation

Education

AI and Data Science Course (Ongoing) — *2025 – Present*
North-Chiang Mai University, Chiang mai, Thailand

Bachelor Degree of Computer Science — *2016 - 2023*
University of Computer Studies (Sittway), Rakhine, Myanmar

Professional Experience

CRM Administrator/System Support Engineer

HIROKEI Myanmar Systems Co., Ltd, Yangon, Myanmar — *Sep 2023 - Feb 2025*

- Managed and maintained the CRM system, ensuring data accuracy, consistency, and integrity.
- Customized and configured CRM workflows to support the needs of different business teams.
- Provided technical support and hands-on training to users, improving CRM adoption and best-practice usage.
- Implemented and followed processes for data entry, data cleanup, and ongoing data maintenance.
- Supported data migration and validation during system updates and enhancements.
- Generated and analysed CRM reports, helping teams gain insights for business decision-making.
- Worked closely with sales, marketing, and development teams to optimize CRM workflows.
- Acted as a bridge between users and developers, sharing feedback and suggesting system improvements.
- Created and maintained CRM documentation and user guides.

Graduation Project: Specialist Clinic System

University of Computer Studies (Sittway), Rakhine, Myanmar — *Oct 2022 - Feb 2023*

- Developed a web-based system to track, organize, and analyze patient visit data, similar to CRM-style record management.
- Used the Apriori Algorithm to identify usage patterns and trends, supporting data-driven insights and reporting.
- Designed and tested a clear, user-friendly interface to help users easily view records and understand data reports.
- Verified data accuracy and system outputs through testing to ensure reliable reporting and decision support.

System Analyst Intern

RAY HUB Academy (Software House), Rakhine, Myanmar — *Mar 2021 - Sep 2021*

- Tested and validated new CRM and system features to ensure they were stable, user-friendly, and ready for deployment.
- Worked closely with team members to analyze system and user requirements, translating them into clear documentation that supported development and configuration work.
- Collaborated with instructors and developers to design, configure, and test CRM-related modules, ensuring they aligned with real user workflows.
- Engaged with users to understand their needs and improved CRM workflows and data processes to increase efficiency and usability.