

ZIN THAW AUNG

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As a results-driven Marketing Data Analyst, I excel in leveraging marketing and data expertise to support digital marketing strategies and objectives. With a focus on data analysis and visualization, I derive insights and recommendations from various sources, including web analytics, social media, email campaigns, and customer feedback, to enhance the performance and conversion of online marketing channels and campaigns. My collaborative nature and strong communication skills ensure seamless integration of data-driven solutions within cross-functional teams.

SKILLS & OTHER

Skills: Facebook Ads Manager, Google Ad, SEO, SEM, Python, Excel, Tableau, Power Bi, MySql, Oracle.

PROFESSIONAL EXPERIENCE

MyanCare Telemedicine Co., Ltd., 2019 – Present

Senior Digital Marketing Executive | Data Analyst

- Led cross-functional teams to develop and execute successful marketing campaigns, achieving a 15% increase in conversion rates and exceeding KPIs and business objectives.
- Implemented advanced segmentation strategies, resulting in a 20% increase in customer engagement and a 25% boost in conversion rates.
- Monitored and analyzed digital marketing metrics, providing monthly reports to senior leadership with actionable insights that led to a 10% improvement in overall campaign performance.
- Collaborated with creative teams to develop compelling digital content, ensuring alignment with marketing objectives and enhancing brand consistency.
- Analyzed data from 26,000 monthly active users to guide marketing strategies and app development, resulting in a 30% increase in appointment rates.
- Conducted in-depth analysis of marketing campaigns, offering actionable recommendations that improved campaign performance by 15%.
- Developed and delivered insightful dashboards, facilitating informed decision-making and strategic planning.

Ya Kun Cafe Myanmar 2018 – 2019

Digital Marketing Executive

- Developed and executed digital marketing strategies that increased brand visibility and customer engagement by 25%.
- Implemented targeted social media advertising campaigns, driving a 20% increase in foot traffic to the café.
- Monitored and analyzed KPIs to assess digital marketing efforts, identifying areas for improvement that resulted in a 10% increase in campaign effectiveness.
- Collaborated with the design team to create visually appealing content, including graphics, videos, and promotional materials, enhancing brand engagement by 15%.

EDUCATION

Certified Meta Professional Marketing Analytics (2024 - Current Attending)

Professional Diploma in Marketing , CIM | The Chartered Institute of Marketing (2019 - 2020).

Diploma in Digital Marketing, Reading College (2018).