YEMUNN SOE

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PROFESSIONAL SUMMARY

Experienced dynamic strategist with 8 years of expertise in analytics, digital transformation, and operational optimization. A natural leader skilled at inspiring transformational change in forward-thinking environments. Effective communicator with the ability to convey complex ideas in a convincing way.

PROFESSIONAL EXPERIENCES

Business Partner   **06/2020 – 07/2023**
Digital Transformation   *Proximity Designs*

- Led digital solutions adoption, convincing senior executives for CRM implementation, yielding 25% operational efficiency boost. Conducted cost-benefit analysis, financial models, projecting 30% cost reduction in 2 years.
- Collaborated across Sales, Digital Marketing, Data Analytics for seamless integration, fostering cross-functional synergy. **Leveraged ERP for actionable insights, adapting to evolving user needs, resulting in 40% data efficiency enhancement**.
- Conducted impactful trainings for internal teams, driving 80% user adoption, and **facilitating onboarding of 2M subscribers in 2 years**. Provided exceptional customer service and support, ensuring high stakeholder satisfaction levels and securing long-term relationships.
- Conducted training and workshops on self-service BI, data analysis, and data storytelling for cross-functional stakeholders. Designed a data literacy course and upskilled 1,000 employees, promoting a data-driven culture and enhancing data literacy within the organization.

Analytics Manager   **12/2019 – 05/2020**
Strategy & Business Intelligence   *Proximity Designs*

- Co-designed, and deployed Cloud Data Warehouse, accelerating data-driven decisions, 30% faster. Automated analysis, visualization, creating dynamic dashboards, and enhancing digital channels.
- Cultivated data culture, workshops fostered data literacy by 70% of the workforce. Mentored juniors to boost team's performance. **Promote knowledge management frameworks and practices, converting project information into valuable organizational assets**.

Research Associate   **06/2018 – 11/2019**
Market & Consumer Research   *Thura Swiss*

- Led consumer research, delivering actionable insights, and steering strategic decisions. Created a subscription service that generated $80,000 in revenue within the first year.

Data Architect   **12/2016 – 05/2018**
Insights & Routing Intelligence   *Hello Cabs*

- Engineered intelligent routing, cutting wait times 30%, and fuel consumption by 15%. Created 200,000 driver opportunities, serving 8,000 passengers daily, reducing city congestion by 20%.

EDUCATION

Master of Business Administration (MBA)   **11/2010 – 11/2013**
- *GPA: 3.2*   *Yangon University*
                                                                            of Economics

Bachelor of Art (Language)   **11/2010 – 11/2013**
- *GPA: 3.3*   *Yangon University*
                                                                            of Foreign Languages

PROFESSIONAL CERTIFICATES

HBR: Strategic Thinking, Strategy Planning & Execution, Change Management, Crisis Management, Process Improvement, Innovation Implementation, Coaching, Developing Employees, Leading People, Goal Setting

IBM: IBM Enterprise Design Thinking Co-Creator, IBM Enterprise Design Thinking Practitioner

Google: Google Business Intelligence Specialization, Google Data Analytics Specialization, Google Project Management Specialization

Meta: Meta Marketing Analytics Professional Certificate

PwC: Data Analysis and Presentation Skills: the PwC Approach

OKR: Leadership and Goal Setting

SKILLS AND COMPETENCIES

Leading Business: Strategic Planning & Execution, Negotiating, Decision Making, Change Management, Process Improvement, Project Management, Design Thinking, Resource Allocation, Budgeting, Requirement Analysis & Management, Documentation & Information Management, Communication & Presentation

Leading Team: Attracting & Cultivating Talents, Hiring, Coaching, Developing Employees, Leading People, Delegating, Team Creation & Management, Difficult Interactions & Feedback, Performance Appraisal, Performance Measurement, Goal Setting

Tool: Asana, Trello, MIRO, Power BI, Tableau, KNIME, MySQL, Google Big Query, Snowflake, Google Sheet, Excel, Python (Pandas, NumPy, Seaborn)

Language: Myanmar (Native), English (Fluent)