

Pann Ei Phyu

Technical CRM Specialist | Full-Stack Developer | Customer Experience Expert Location: Amsterdam, NL |
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PROFESSIONAL PROFILE

A unique hybrid professional combining 15+ years of luxury customer experience with a strong technical foundation in Full-Stack Development. Expert in bridging the gap between complex technical systems and high-touch client relations. Proven track record in managing VIP lifecycles for 5-star hospitality and luxury retail brands. Now seeking to leverage technical proficiency and CRM strategy to optimize customer retention and lifecycle automation for a high-growth SaaS platform.

KEY COMPETENCIES

CRM & Platforms: CRM Lifecycle Management, Salesforce/HubSpot (Conceptual), Opera (PMS), POS Systems, User Journey Mapping, Financing	Soft Skills: VIP Relationship Management, High-end Communication, Immediate Decision Making, Cross-functional Collaboration	Development: React, JavaScript, HTML5, CSS3, (Node.js/SQL), API Integrations Design & Tools: Adobe Creative Suite, UI/UX Design, Technical Troubleshooting, Microsoft
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PROFESSIONAL EXPERIENCE

& Other Stories (Amsterdam) Store Controller	Jul 2021 - Present
Royal Coster Diamonds (Amsterdam) Country Sales Representative	Sep 2018 - Dec 2020
Emirates Palace (Abu Dhabi) Brand Ambassador	Oct 2012 - Oct 2017
Constance Hotels & Resort (Maldives) Guest Relation Manager (GRM)	Oct 2010 - Oct 2012

Responsibility & Accomplishments:

- Relationship Management:** Managed high-net-worth (HNW) client accounts, ensuring 100% retention through personalized service and data-driven anticipation of needs.
- Technical Troubleshooting:** Acted as the first point of contact for technical issues within hotel/retail systems (Opera, POS), effectively communicating bugs to technical teams.
- CRM Data Integrity:** Responsible for maintaining pristine guest profiles and history in CRM systems to ensure "First Lady" service standards across all touch-points.

Key Achievements:

- Achieved 100% LQA (Leading Quality Assurance) audit results.
- Maintained consistent 5-star Customer Satisfaction Survey (CSS) ratings.
- Recipient of "Hotelier of the Month" (2017) and "Star of the Year" (2012) awards.
- Diamond Consultation achievement from International Gemological Institute (IGI)
- Utilised analytical skills to grade diamonds and manage high-value inventory systems.
- Translated complex technical product specifications into accessible benefits for discerning clients.

EDUCATION & CERTIFICATIONS

- **Front-End & Back-End Development Certifications** | 2022 – 2025
- **International Advanced Diploma in Computer Studies (IADCS)** | NCC Education, London (Goldsmiths University) | 2007
- **Polished Diamond Grading Course** | International Gemological Institute (IGI) | 2020
- **Hotels Pre-Opening Master Certificate** | 2010

SUMMARY OF QUALIFICATIONS

- Programming: Full-Stack Development (React, Node.js), Adobe Programming.
 - Systems: Opera, Wish.Net System, POS for Retail.
 - Communication: Global English Test Level A, proficient in multi-cultural stakeholder management.
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