

# 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

## PROFESSIONAL EXPERIENCE

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

### 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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