

SET PAING TUN



With over a decade in the Automobile Industry, specializing in Marketing, Business Development, and Public Relations, coupled with over two years in hospitality front office operations, I bring a wealth of experience and a proven track record of excellence to any team. Passionate about delivering results and exceeding expectations, I thrive in dynamic environments where my skills can shine.

EMPLOYMENT HISTORY

Sedona Hotel, YANGON, MYANMAR

Front Office Operation (2011 - 2013)

- Running the front lobby of an establishment.
- Welcoming visitors with a friendly demeanor.
- Gathering visitor information efficiently.
- Assisting visitors in selecting the optimal room to suit their requirements.

Cycle & Carriage Myanmar Co., Ltd (Mercedes-Benz, Mazda, Fuso)

Assistance Marketing Manager (2013 - 2023)

- Conducting market analysis to identify trends and opportunities.
- Executing brand advertising campaigns
- Assisting in arranging events to promote brand awareness and engagement.
- Playing a key role as a Marketing Manager, overseeing various marketing initiatives and strategies.

EDUCATION


Yadanabon University (2005 - 2009)


Bachelor of English

SKILLS

- Good communication, interpersonal skills, and presentation skills
- Knowledge of business environments
- Ability to effectively explain customer complaints
- Strong selling and negotiating abilities using the right sales approach
- Good numeracy skills
- Motivation and initiative
- Commitment to confidentiality and good work ethics
- Knowledge of financial products and fundamental credit analysis
- Burmese (Native) , English (4 Skills)

CONTACT INFORMATION

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ACHIEVEMENTS AND PERFORMANCE

- Successfully organized key events including the Mercedes-Benz Myanmar showroom opening ceremony in Yangon (2014) and the opening and launching ceremonies for Mercedes-Benz, Mazda, and FUSO showrooms (2015).
- Expanded market presence into upper Myanmar, covering Mandalay, Taunggyi, Lashio, Naypyidaw, and Meiktila.
- Supported and participated in Mercedes-Benz Hungry for Adventure Myanmar 2019, spanning Myanmar, Singapore, Malaysia, Indonesia, and Thailand.
- Orchestrated numerous successful product launches, showroom openings, roadshows, test driving events, and after-sales campaigns.
- Met and surpassed all marketing and sales campaign targets consistently from 2014 to 2021.
- Achieved the distinction of being the best-selling luxury car brand in Myanmar from 2014 onwards.
- Demonstrated strategic business planning and thinking to drive market improvements.
- Ensured customer-centric campaigns and engagement strategies were implemented effectively.
- Implemented marketing activities to enhance brand awareness within the community.
- Identified and capitalized on prospective sales opportunities in the local market.
- Effectively managed cross-functional teams, both internally and externally with clients and vendors.
- Ensured adherence to company guidelines and budgets for all campaigns and activities.
- Conducted market analysis to identify business opportunities and assess competitor situations.