

MS. SHUN LAI THANDAR AUNG



Shun

Digital Marketing

With six years of experience in content strategy, social media management, and digital advertising, I am driven to excel as a Digital Marketer. I aim to lead innovative, data-driven campaigns that elevate brand visibility and maximize conversions. Leveraging my proven track record, I bring advanced techniques and strategic insights to boost engagement and deliver measurable results in today's dynamic digital landscape.

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Bangkok, Thailand

Personal Information

DOB : 09 December 1998

Passport No : MI799141

Nationality : Myanmar

Marital Status : Single

Languages

English : Conversational

Burmese : Native

Education

Master in Digital Marketing

Harbour.Space University @ UTCC

Bachelor of Business Information Technology

University of Greenwich

Diploma in Web Development

Diploma in Secretarial Management

Level 5 - Diploma in Computing - NCC Education

Work Experience

Marketing Manager

UNILINKS Education July 2024 - Till Now

- Implemented SEO strategies to improve website rankings and boost organic traffic, targeting education-related keywords.
- Led the development and execution of digital marketing strategies to promote international education opportunities.
- Managed the company's online presence across social media, website, and education platforms to enhance brand visibility and drive student engagement.
- Organized and supported education fairs, webinars, and student-focused events to build awareness and trust among prospective applicants.

Hard Skills

- Copywriting & Content Creation
- Social Media Marketing
- Media Planning & Buying
- Data Analysis & Reporting
- Website Management Tools
- Business & Communication Tools
- Email Marketing
- SEO/SEM

Personal Strengths

- Creative Thinking
- Communication Skills
- Problem-Solving Abilities
- Adaptability Flexibility
- Teamwork and Collaboration
- Account Management
- Community Engagement
- Time Management Skills

Career Statement

As a Digital Marketer with a proven track record across various industries, I have mastered the art of crafting compelling content strategies, managing, and analysing social media campaigns, and optimizing digital advertisements.

My expertise lies in synthesizing market trends and consumer insights to design effective marketing strategies that resonate with target audiences and achieve business objectives.

I affirm that the provided information accurately reflects my skills and experiences.

Work Experience

Senior Digital Marketer Executive

Otsuka Myanmar (Pocari Sweat)

Oct 2022 - June 2024

Duties & Responsibilities:

- Create digital strategies to boost community engagement.
- Produce engaging content to grow group membership.
- Manage daily customer communications.
- Update websites and newsletters using WordPress.
- Enhance organic engagement with creative content.
- Support events and sponsorships with content.
- Perform competitor analysis and market research.

Digital Marketing Executive

TaFa Trading Co., Ltd Oct 2021 - Aug 2022

Duties & Responsibilities:

- Developed foundational digital strategies and marketing structures.
- Initiated account-based marketing and brand collaborations.
- Managed cross-promotional partnerships with international brands.
- Created impactful content and social media strategies to boost engagement.
- Led targeted digital campaigns and media buying to drive business growth.

Digital Marketing Executive

Hein Kyel Kabar Co., Ltd Feb 2020 - Oct 2021

Duties & Responsibilities:

- Collaborated with technical teams to support e-commerce app development.
- Developed content and social media strategies to drive platform engagement.
- Managed Facebook media buying and campaign planning.
- Executed influencer marketing and partnered with e-commerce platforms for promotions.