



THET PAING OO

Digital Marketing Specialist

CONTACT

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CORE SKILLS

- ✓ Creative Thinking
- ✓ Public Relation
- ✓ Digital Strategy
- ✓ Design Thinking & Planning
- ✓ Easy to learn and adapt to new technologies, trends
- ✓ Positive attitude to work & able to work under pressure

LANGUAGE SKILLS

- ✓ English 4 Skills (Intermediate)
- ✓ Burmese (Native)

PROFILE

Skilled, Reliable, and Energetic Digital Marketer with over 6 years' of experience. Good at creating customer engagement campaigns, helping to increase sales and brand visibility. Can build strong relationships with clients in different industries for many advertising projects. Skilled in various digital marketing strategies including Social Media Marketing, Content Marketing, Media Buying, SEO, SEM Marketing, Email Marketing and Website Development.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Apr 2023 – May 2024

Wormhole Seafood

Myanmar

Responsible for Digital Marketing Strategy plan in the Seafood Export Business. (Seafood Export - B2B)

- ❖ Drive content creation and copywriting activities - Facebook, LinkedIn & YouTube, including website content, social media posts, video content, and email newsletters.
- ❖ Planning and execution of SEO, SEM, Social Media, Display Advertising, and Email Campaign Strategies.
- ❖ Improved website SEO - SERP rank from 1 to 5 within 6 months through strategic keyword optimization and link building.
- ❖ Measuring and reporting on the performance of all campaigns in relation to ROI and KPI
- ❖ Led the development and implementation of LinkedIn B2B strategy, resulting in LinkedIn page followers increasing by 450 Followers within 90 Days.

Digital Marketing Specialist

Mar 2020 – Mar 2023

RDCL Care for Life (India Base Company)

Myanmar

Developed and improved pharmacy (OTC), Pharmacy retail shops, and consumer products.

- ❖ Results-driven social media campaign, content creation and work with KOL.
- ❖ Drive campaign strategies through market trends and competitor analysis.
- ❖ Wrote up to 2000+ content about company products and customer engagement content.
- ❖ Increased the OneTouch Condom Brand Revenue by 30% during Q2 and Q3 by social media campaign and content marketing.
- ❖ Effectively managed approximately 10+ brand social media pages.
- ❖ Planning and presentation of entertainment programs for product launch events.
- ❖ Lead online & offline customer engagement programs.

PROFESSIONAL TOOLS

- ❖ **Business, Collaborate & Communication**
Notion, Slack
- ❖ **Digital Marketing Tools**
Facebook Ads Manager, Google Ads Manager, LinkedIn Campaign Manager, Make, Google Analytics, Semrush, Google Search Console, Mailchimp, TubeBuddy, VidIQ
- ❖ **Design & Video Edit Tools**
Canva & CapCut
- ❖ **Website Management Tools**
WordPress

MARKETING COURSES

- ❖ **Fundamentals of Digital Marketing (2019)**
Google, The Open University, IAB Europe
- ❖ **Social Media Marketing (2019)**
Udemy
- ❖ **Content Marketing (2020)**
HUBSPOT Academy
- ❖ **Applied Digital Marketing Master Class (2023)**
Rangoon Sale Academy
- ❖ **Semrush SEO Crash Course (2024)**
Semrush Academy
- ❖ **SEO Principles (2024)**
Semrush Academy
- ❖ **Email Marketing (2024)**
Brevo Academy

Digital Marketing Executive

Jan 2019 – Mar 2020

Strong Source Company

Myanmar

Used strong communication skills to collaborate with team members to ensure efficient digital strategy.

- ❖ Managed and controlled the Xiaomi Myanmar Facebook, Canton Paradise Myanmar, Black Canyon Coffee Myanmar and Bread Talk Myanmar.
- ❖ Monitoring market trends and competitors and promptly responding to customer enquiries in email and social media chat boxes.
- ❖ Collaborate effectively with cross-functional teams, including designers and brand executives.
- ❖ Created a digital marketing plan for the Shopyy.com.mm e-commerce website.

Digital Marketing Manager

Feb 2017 – Dec 2018

Teck Huat Company (Singapore Base Company)

Myanmar

Build Branding, Marketing Communication and sales team, digital team of 20+ people are working under my marketing guidance and direction.

- ❖ Handling the Company's social media page and winery E-Commerce Website (www.marcoscellar.com.mm).
- ❖ Increased E-Commerce sales and social media followers by Digital Strategy.
- ❖ Implementation and idea generation for seasonal promotion plan.
- ❖ Plan, set up and managed for MYANFOOD 2018 (Myanmar No.1 International Food & Drink Exhibition & Conference) increased sales by 70% from Nov 1 to 3, 2018)
- ❖ Successfully built the digital team with 5 peoples and report directly to the CEO for overall marketing activity and social media, website performances.

EDUCATION

- ❖ Bachelor of Psychology 2009 – 2023
Dagon University - Yangon, Myanmar
- ❖ Higher Diploma in Business Management 2014 - 2015
Wise Business College – Yangon, Myanmar