

FOUNDER/STRATEGIC ACCOUNT DIRECTOR

Links

- www.hyvenmyanmar.com

Professional Summary

- To utilize my expertise and international experience as an Entrepreneur, Strategic PR & Digital Marketing Professional, and Creative Thinker.
- A dynamic professional with over 10 years of experience and a strong background playing a vital role in the development, management, growth, and retention of key accounts and clients.
- Service-oriented leader dedicated to fueling revenues, enhancing client's experience, and achieving top brand loyalty.
- Highly adept in performing within high-pressure and deadline-driven environments, driving full project lifecycles with a focus on high-quality deliverables.

Skills

- Management and Operational Leadership
- Critical Thinking and Problem Solving
- Networking, Business Development, and Stakeholder Relations
- Detail-Oriented and Results-Driven
- Creative Thinker and Effective Writer
- Strategy Development & Strategic Planning
- High-impact Proposal Presentation
- Key Account Management
- Project Management
- Research, Data Analytics, and Reports
- Social Media Strategy and Content
- Creative Mind with Love for Visual Design
- Articulate Planning an Effective Communication
- Don't Take No For An Answer

Work History

Founder/Strategic Account Director 08/2016 to 10/2020

Company Name " City , State , myanmar

- Responsible for the overall Operation and Management of the Agency specializing in Integrated Public Relations, Strategic Communications, and Digital Marketing Services.
- Developing overall strategy, conducting market and competitor analysis, coordination with clients and media - overall media strategy and execution guidelines for high-level projects - consultation on corporate strategy development - networking and business development - media and government relations and overseeing creative projects.
- Built and strengthened industry partnerships to improve product placements, amplify coverage, and maximize the effectiveness of marketing strategies.
- Determined target demographics and devised strategic marketing initiatives to reach target audiences.
- Led and managed talented teams of PR Professionals, Content Writers, Digital Marketers, Visual Designers, etc., to plan and implement project tasks meeting timelines and exceeding expectations.
- Managed relationships with high-profile clients and translated marketing and social media needs into results-driven strategies.
- Visit www.hyvenmyanmar.com see full Agency Profile and Project Portfolio.

Editor-At-Large 06/2014 to 12/2016

Company Name " City , State , Myanmar

- Was responsible for - Testing and evaluation of products ranging from Automotive to Computers.
- Attending Shows & Fairs, Media Events, Press Conferences, Product Launches, etc., - Preparing, editing, and proof-reading the news, articles, photos, videos, and product Reviews - collaborated with visual designers to develop and implement visual elements for the Print Magazine and Website - Coordinate within Management Team for strategic planning of the Magazine.
- Assigned stories, led content development meetings, and reviewed completed stories to guide the execution of concepts and tone.
- Devised attention-grabbing headlines and summaries for each article, determining the readiness of written pieces, made changes, and approve final versions for publication.
- Worked with graphic artists, post-production team members, and other specialists to produce captivating and successful content.
- Developed and optimized online and print strategies to maximize coverage, advertiser funding, and subscriptions.
- Establishing & maintaining business relationships with Partners such as Mercedes-Benz, Ford, Land Rover, Samsung, HTC, Asus as well as clients for advertising purposes and customers.
- Helped launched Myanmar's First & Only, International Standard, Hands-on Reviews based Magazine.
- Established a reputation as one of the most reliable Product Reviewers in Myanmar.

Procurement Assistant 04/2010 to 12/2013

Company Name " City , State

- Provides procurement, logistical, and administrative support to the HQ supply team in the acquisition of a wide variety of goods and services.
- Reviews, records, and prioritizes purchasing requests and obtains additional information as required; determines the availability of vendors and funding sources; monitors status of existing requisitions, maintain contact with suppliers to ensure timely delivery of goods and services.
- Produces tender documents such as Request for Quotation (RFQ) and more complex ones such as Request for Proposal (RFP) and Invitation to Bid (ITB) based on the nature of requirements and cost of procurement involved; Collaborate and coordinate with all parties

involved to ensure the tender documents reflect client's requirements and adhere to all rules and regulations.

- Prepares abstracts of offers and compile data contained in quotations and bids to determine which supplier can deliver the required goods/services at the best terms and lowest cost possible as per Financial Rules and Regulations and Procurement Guidelines.
- Finalizes Purchase Orders for approval, assists relevant Procurement Officers in supplier selection, negotiations, and preparation of Contracts on more complex, higher-value purchasing operations; while coordinating with all concerned parties and ensuring appropriate follow-up action.
- Maintains relevant internal databases and files; keeps track of any contractual agreements, systems contracts, etc.
- Researches retrieve and present information from a variety of internal and external sources on sources of supply, vendors by commodity, as well as obtaining specifications for new products and market research.
- Effectively and timely liaises with all concerned parties, including the various departments and offices, at all stages of the procurement process to ensure utmost client satisfaction.
- Member of HQ Supply Team which was responsible for procuring, planning, and management of various high-level events, meetings, and functions as well as UN Examinations.
- Portfolio of over 30 Million worth of Goods & Services procured and/or managed related Contracts.
- Carried out tasks effectively and efficiently and won high praises and great satisfaction from both external vendors and internal clients and was known for professional, diligent, and dedicated customer service.

Marketing Manager 09/2008 to 03/2010

Company Name " City , State

- Spearheaded the in-house Marketing & Business Development team collaborating and coordinating with government agencies, sub-consultants, senior management, project managers, engineers, architects in creating world-class Architectural, Engineering, Construction related Request for Proposals (RFP), Request for Qualifications (RFQ), and Expression of Interest (EOI).
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Grew new business connections by strategically networking with industry experts. Provided support for executive leaders and provided detailed reports for business strategies, while cultivating partnerships with clients.
- Coordinate with project managers in the selection and recommendation of appropriate projects and personnel to be included in the proposal, according to the Request for Proposal (RFP) as well as preparing Cost Estimates and Project Schedules. Help prepared comprehensive technical write-ups for proposals.
- Proofread and edit technical proposal text written by a project manager and engineers for proper grammar, spelling, comprehension, and style. Also proofread and edit existing project summaries and resumes of project personnel, and other supporting materials.
- Designed and implemented an "RFP Database" of knowledge and responses to streamline the RFP workflow and business process.
- Actively participate in the improvement of the look and feel of EWF's proposal design. Track, measure, and analyze the win/loss rates of RFP/RFI response sales. Maintain and own vendor relationships, budget, and performance management.
- Have won projects worth over \$ 8 Million in total - Established an automated RFP management and coordination system for convenience and accuracy in developing proposals.
- Transformed corporate website and social media platforms to better engage customers and promote sales, designed a comprehensive qualifications package and marketing materials for an extensive marketing campaign during the firm's transition period
- Improved product marketing objectives by constructing communication initiatives and branding strategies to increase client outreach.

Education

Professional Certificate : Social Media 10/2020 Coursera + Facebook - City

Professional Certificate : Public Relations And Organizational Communication 01/2017 National University Of Singapore - City

No Degree : Ethics in Procurement United Nations Training - City

Professional Certificate : Project Management 05/2009 New Jersey Institute Of Technology - City

Bachelor of Science : Computer Science 05/2007 Salem University - City

Bachelor of Arts : Law 2004 University Of Distance Education - City