



NYI NYI KYAW THU

Digital Marketing

Results-oriented Marketing Professional with a strong background in management and visual communication. Currently pursuing a Diploma in Digital Marketing at MIBA University, having already completed a Diploma in Marketing Management. Expert in developing digital strategies, managing social media presence, and analyzing market trends to drive brand engagement. Proven ability to coordinate with sales teams and deliver comprehensive performance reports to management.

Contact

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 Danuphyu, Ayarwaddy, Myanmar.

Education

- **Diploma in Marketing Management**
MIBA University (Completed).
- **Diploma in Digital Marketing**
MIBA University (Candidate).
- **Graphics Design Specialization**
Skill Plus Computer Training Center
- **Office Management Certificate**
Global Key Capacity Development Center.
- **F&B Service Course**
YGE Training Center (2023).
- **Bartending Certificate**
MIHS Bartending School (2022-2023)
- **Basic Education High School**
Passed Grade-11 (Old Curriculum)
at BEHS Danuphyu/Pyinkatha (2018-2019).

Work Experience

360 Delight Rooftop Lounge & Bar (Nay Pyi Taw) Marketing Assistant & Graphic Designer (2025 – Present)

- Developing and implementing Digital Marketing Strategies to increase brand awareness and engagement.
- Creating high-quality visual content and promotional posters using Adobe Photoshop and Canva.
- Managing social media platforms and monitoring audience feedback to optimize campaign performance.
- Preparing monthly Marketing Performance Reports and inventory audits using advanced Microsoft Excel.
- Collaborating with the sales team to execute online and offline promotion activities.

The Prestige Bar (Nay Pyi Taw) Senior Bartender (2024 – 2025)

- Enhanced customer satisfaction through professional service and effective communication.
- Assisted in promotional events and maintained high standards of operational efficiency.
- Developed interpersonal skills and a deep understanding of customer behavior in a high-pressure environment.

Aung Chan Thar Hotel (Thanyin) / A4 Bar & KTV (North Dagon)

Senior Bartender (2020 – 2024)

- Managed bar operations and provided excellent guest experiences.
- Collaborated with team members to ensure smooth service and achieve sales targets.
- Gained 4+ years of professional experience in the Food & Beverage industry.

Relevant Skills

- **Digital Strategy:** Developing data-driven marketing plans and managing social media growth.
- **Graphic Design:** Expert in Adobe Photoshop & Illustrator for professional branding and posters.
- **Video Production:** Creating engaging marketing videos using Canva and advanced editing tools.
- **Advanced Reporting:** Utilizing Microsoft Excel (VBA/Macros) for precise performance and inventory audits.
- **Promotion & Events:** Executing online promotions and managing technical event production.
- **Soft Skills:** Strong communication, customer psychology insights, and proactive meeting participation.
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