

# YU MAW AUNG

## Account Manager

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## EXPERIENCE

### Freelance Client Service Consultant (Marketing)

#### Xerovit Pte Ltd

03/2025 - 12/2025

- Provided client services and marketing consultation support in a B2B environment, coordinating stakeholders and deliverables
- Managed client communication, briefs, timelines, and campaign coordination to align with business objectives
- Supported planning and execution of integrated digital and brand-led marketing initiatives
- Prepared client presentations, proposals, and performance reports using Microsoft Office
- Applied analytical thinking to review campaign performance and support process improvements
- Coordinated creative assets using Canva and Adobe Creative Suite

### Sales & Service Coordinator

#### Schaller Automation

05/2024 - 12/2024  Singapore

- Coordinated with operations and service teams to resolve issues quickly, improving internal response times and stakeholder satisfaction
- Managed SAP transactions, including inventory updates, purchase orders, and operational reports, ensuring smooth sales and replenishment workflows
- Built internal databases and tracking systems to streamline follow-ups, order status monitoring, and maintenance scheduling
- Improved customer satisfaction by enhancing first-contact resolution, timely responses, and clear communication
- Created internal manuals and process guides to support consistent operations and reduce administrative workload across teams
- Liaising with shipyards to ensure smooth engineer onboarding and timely service delivery

### Account Manager (Unilever - Media Buying & Planning)

#### Mango Media Group

10/2022 - 12/2023

- Planned and executed end-to-end media buying strategies for 30+ Unilever brands across TV, Digital, and OOH
- Led a 10-member team, ensuring smooth campaign delivery and daily operations
- Improved media efficiency by 15% through real-time optimization, achieving industry-leading SOA
- Oversaw budget management, negotiations, and performance reporting
- Trained and developed junior planners into independent media planners
- Created internal documentation and collaborated with finance to track payments and ensure timely processing

## SUMMARY

Results-driven marketing professional with 7 years of experience in brand management, media planning, and client engagement. Adept at executing integrated marketing campaigns, optimizing digital strategies, and driving business growth. Highly adaptable, analytically driven, and committed to delivering impactful marketing solutions. Holds Pre - approved letter of Contest PLOC and eligible to work in Singapore without VISA sponsor.

## SKILLS

[Facebook Ads](#) [Google Ads](#) [TikTok Ads](#)

[Workpress](#) [Mailchimp](#) [Canva](#) [SAP](#)

[Adobe](#)

## LICENSE & CERTIFICATIONS

[Meta Certified Digital Marketing Associate](#)  
Meta

[Google Ads Measurement Certification](#)  
Google

[Marketing Communication for Professional Marketers](#)  
Udemy

[Meta Certified Media Buying Professional](#)  
Meta

## LANGUAGES

**English**  
Fluent



**Burmese**  
Native



**Thai**  
Beginner



# EXPERIENCE

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## Marketing Communication Manager

**Global Technology Company Ltd**

⌚ 12/2020 - 09/2022

- Boosted website and blog conversion rates from 8% to 2.4% (35% lift) through revamped paid ads and SEO content
- Managed cross-platform campaigns driving a 20% of follower growth
- Managed media placements across billboards, print, and digital platforms to enhance brand visibility
- Led content strategy, overseeing affiliate marketing, publishing schedules, and social media engagement
- Designed PR campaigns that boosted brand share of voice

## Event Manager

**Information Matrix**

⌚ 06/2019 - 11/2020

- Secured and executed 30+ corporate & social events, achieving 120% of sales targets in 2020
- Negotiated vendor contracts, saving 15% in event costs while maintaining quality
- Managed diverse portfolio of corporate and social events, ensuring seamless execution through strategic logistic planning
- Conducted post - event analyses to drive continuous improvement and enhance future event success

## Senior Officer

**MAB Bank**

⌚ 08/2017 - 03/2019

- Drove high-impact marketing strategies and product value through a partnership with Visa, MasterCard, and UPI
- Ensured full compliance with card scheme regulations and industry standards during product development
- Spearheaded successful product launches, including nationwide roadshows and press events, which increased new customer sign-ups by 30%.
- Achieved a Grade A KPI rating for two consecutive years, a testament to top-tier performance.
- Conducted comprehensive training programs, enhancing branch teams' expertise Launched co-branded Visa & MasterCard products, growing cardholder base

# EDUCATION

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## Bachelor of Business Administration

**Assumption University of Thailand**

📍 Bangkok, Thailand

## Achievements

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### Kleen Shoes Marketing Plan Contest

**Winner of Marketing Plan Contest**

📍 Bangkok, Thailand

### Assumption University

**Honors of Certificate for Most Team Oriented Member**

📍 Bangkok, Thailand