

CHIT PYAE SONE

Digital Marketing Specialist | Content Creator | Social Media Strategy & Branding



- 0522085417
- chitpyaesone239@gmail.com
- Esacape Tower, Business Bay, Dubai
- <https://chitpyaesone.vercel.app>

Education

BSc (Hons) Business Computing and Information Systems
Strategy First University
2022 - 2025

Professional Diploma in Marketing & Brand Management
Strategy First University
2022- 2023

Level- 4,5 Diploma in Comput With (Business Management)
Strategy First University
2022 - 2025

Diploma in Marketing
Institute of Commercial Management
2023 - 2023

Skills

Digital Marketing
Branding
Copywriting, Content Writer,
Content Creator
Email Marketing
Good leadership skill
Hardworking under pressure

Language

English
Burmese

Profile

An experienced Marketing Associate and Digital Marketing Supervisor with a strong background in marketing, content creation, and cross-functional coordination. Adept at managing social media platforms, handling client communications, and driving successful campaigns. Proven ability to work collaboratively across teams to enhance brand presence, improve operational efficiencies, and deliver measurable results. Highly organized, detail-oriented, and skilled in leveraging data for strategic decision-making.



Work Experience

Naing Family Cherry Oo Co. Ltd

Digital Marketing Supervisor

- Advice and content calendar for tiktok post, Fb content, Telegram content, Youtube post.
- Communication with design team, content team & brand department.
- Check design & content for post and report to Brand Department.
- Handle FB, YouTube, Telegram & TikTok video, Facebook Boosting.
- Closely work with external stakeholders for events, campaign and advertising projects.
- Help to idea creation for the production teams and content teams.
- Support data and check the customer services teams.
- Research to trending of the TikTok idea.
- Work closely with Customer services Team, design team, IT Team, Brand Team and Production
- team to find new market and promotion activities and to ensure smooth execution of marketing
- activities.

Strategy First University

Marketing Associate

- Data validation and collecting.
- Assist marketing department as required to meet business needs.
- Research supplier and market trends.
- Student and teachers feedback analysis.
- Receive phone calls/emails and communicate with design team.
- Handle client complaints immediately in a professional & effective manner.
- Manage the required office handover operations with effective time schedule.
- Work closely with Sales Team, Finance Team, Design team, IT Team, and Production team to find.
- New market and promotion activities and to ensure smooth execution of marketing activities.
- Content Creation for Student service Page, SFU Campus Store Page, A-Link Education Consultancy Page
- Handle FB, Telegram and social media reply
- Coordinate internal event and implement SFU campus store as a main lead
- Closely work with external stakeholders for events, campaign and advertising projects
- Can use well of odoo (ERP) software system

IRC NGO

Admin assistant

- Good at Microsoft Excel, Power Point and Word
- Have an experience of ASSISTING Human Resource department
- Arrange documentation and filing the hard copies for HR team
- Can assist for any ad-hoc task
- Can assist HR team in clerical and administrative support for any HR function

May
2024
-
Dec
2024

May
2022
-
Feb
2024

Jan
2019
-
July
2020