



# Pwint Phyu Syn

Marketing | Branding | Content Creation | Market Analysis

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## PROFESSIONAL SUMMARY

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Data-driven Branding and Marketing enthusiast with a background in Digital Marketing, Branding, and Data Analysis. I recently completed a Master's degree in International Digital Business from Rangsit University in Thailand. I have 3 years of experience in Content Strategy, Brand Development, Market Analysis, and developing business strategies. Eager to leverage analytical and marketing expertise to enhance performance and growth in a dynamic environment.

## WORK EXPERIENCE

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### Marketing Executive

BamBite Co., Ltd, Bangkok, Thailand

Oct 2025 – Feb 2026 (5 months)

- Conducted customer and competitor analysis for the Thailand F&B market using both primary and secondary research.
- Designed market penetration and branding strategies for launching an Asian cuisine restaurant while expanding the distribution of Myanmar traditional snacks into restaurant and retail channels in Bangkok.
- Created monthly social media content plans and managed end-to-end content development to drive awareness and engagement.
- Managed online orders and pre-orders, and analyzed sales data to support business decisions.
- Initiated and managed B2B expansion by identifying, approaching, and securing retail partners across Bangkok.

### Marketing Executive

Effortless Empire Co., Ltd, Bangkok, Thailand

Jun 2025 – Oct 2025 (5 months)

- Developed content, social media campaigns, and email campaigns for university applications and training programs; managed paid media performance and optimized strategies through data analysis.
- Conduct B2B marketing, prepare collaboration proposals, manage client meetings, and ensure timely follow-ups.
- Led end-to-end project coordination for the Career Preparation and Networking Event in Bangkok, including planning timelines, managing stakeholder communications, and ensuring timely execution under tight deadlines, resulting in 70+ attendees and successful partnership outcomes.

### Brand Strategist (Project-Based)

Mike's Sushi, Boston, USA

Jan 2025 – Feb 2025 (2 months)

- Conducted competitor and customer analysis for the U.S. sushi market through social media insights and interviews.
- Performed internal business analysis to identify brand strengths and weaknesses.
- Developed brand positioning and strategy, defined brand associations, archetypes, personality, tone of voice, and brand story, supported by data-driven research, creativity, and industry benchmarks.
- Collaborated with the brand designer to create a cohesive and impactful visual identity.

### Business Development Executive

Property Plus Co., Ltd, Yangon, Myanmar

Jan 2023 – Apr 2024 (1 year 3 months)

- Conducted competitor and customer analysis to guide product development for Gaomei Myanmar.
- Developed brand guidelines and market entry strategies for Gaomei Cleaning Machines, achieving sales of 3 auto scrubbing machines and 5 floor cleaning machines within the first 4 months.
- Developed and executed end-to-end Facebook marketing campaigns, analyzed campaign performance, and turned it into actionable strategies.
- Led B2B marketing initiatives by developing tailored proposals and managing meetings with key stakeholders to build strong relationships, secure partnerships, and support business growth.

- Organized a product exhibition event with 200+ attendees, successfully showcasing and launching new products.

## Social Media Marketing Executive

Property Plus Co., Ltd, Yangon, Myanmar

Mar 2022 – Jan 2023 (11 months)

- Developed content ideation and monthly content strategies aligned with brand positioning.
- Managed end-to-end content production, including filming, editing, and content writing.
- Analyzed market trends to create informative video content on professional cleaning products.
- Prepared presentation materials for training sessions and B2B marketing proposals.

## Event Marketing & PR Intern

IM Ringier Co., Ltd , Duwun Media, Yangon, Myanmar

Oct 2019 – Nov 2019 (2 months)

- Conducted market trend analysis, developed creative ideas, and prepared proposals for campaigns and events, including Ovaltine, Pullman Hotel Pool Party, and Happy Festival by One Pay.
- Assisted in media outreach & KOL coordination for the Pride of Myanmar Campaign by City Mart Holding Group.

## EDUCATION

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### Master of Science in International Digital Business (GPA 4/4)

Rangsit University, Bangkok, Thailand

Graduated: 2025

### Bachelor of Business Management (GPA 4.44/5)

National Management Degree College (NMDC), Yangon, Myanmar,

Graduated: 2023

### Professional Diploma in Marketing & Brand Management

Strategy First University, Yangon, Myanmar

Graduated: 2023

## ACHIEVEMENT

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### Most Outstanding Paper Award

3rd International Conference in Technology, Humanity and Management (ICTHM 2025)

Paper Title: Social Media Vs Search Engine Marketing: Impact on Young Generation's Brand Perception in Myanmar

## CERTIFICATIONS

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- Certificate in Brand Identity & Strategy, IE Business School (Coursera)
- Certificate in Integrated Marketing Communications, IE Business School (Coursera)

## SKILLS

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**Hard Skills:** Brand Strategy, Content Marketing, Social Media Marketing, Content Strategy, Market Research, Project Management, Event Management, Video Editing, Data Analysis, Paid Social Campaign.

**Soft skills:** Problem-Solving, Leadership, Teamwork, Organizing, Systematic, Communication, Critical Thinking, Adaptability, Analytical Skills, Attention to Detail

**Language:** English CEFR C1 in RSU-PET test, **Burmese** Native

## TOOLS

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Microsoft Office, Microsoft Excel, Power BI, Looker Studio, PSPP, SPSS, Facebook Ads Manager, TikTok Studio, Hubspot, Google Analytics, Canva, Capcut, Figma, Google AI Studio, PixVerse AI Video, Mailchimp

## EXTRA-CURRICULAR ACTIVITIES

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**Research Team Organizer** (NMDC Learning Management System 2020, NMDC Career Fair Event 2019)

**Marketing Team Organizer** (BBM 13th batch, NMDC Food Fair, 2018, 2019)