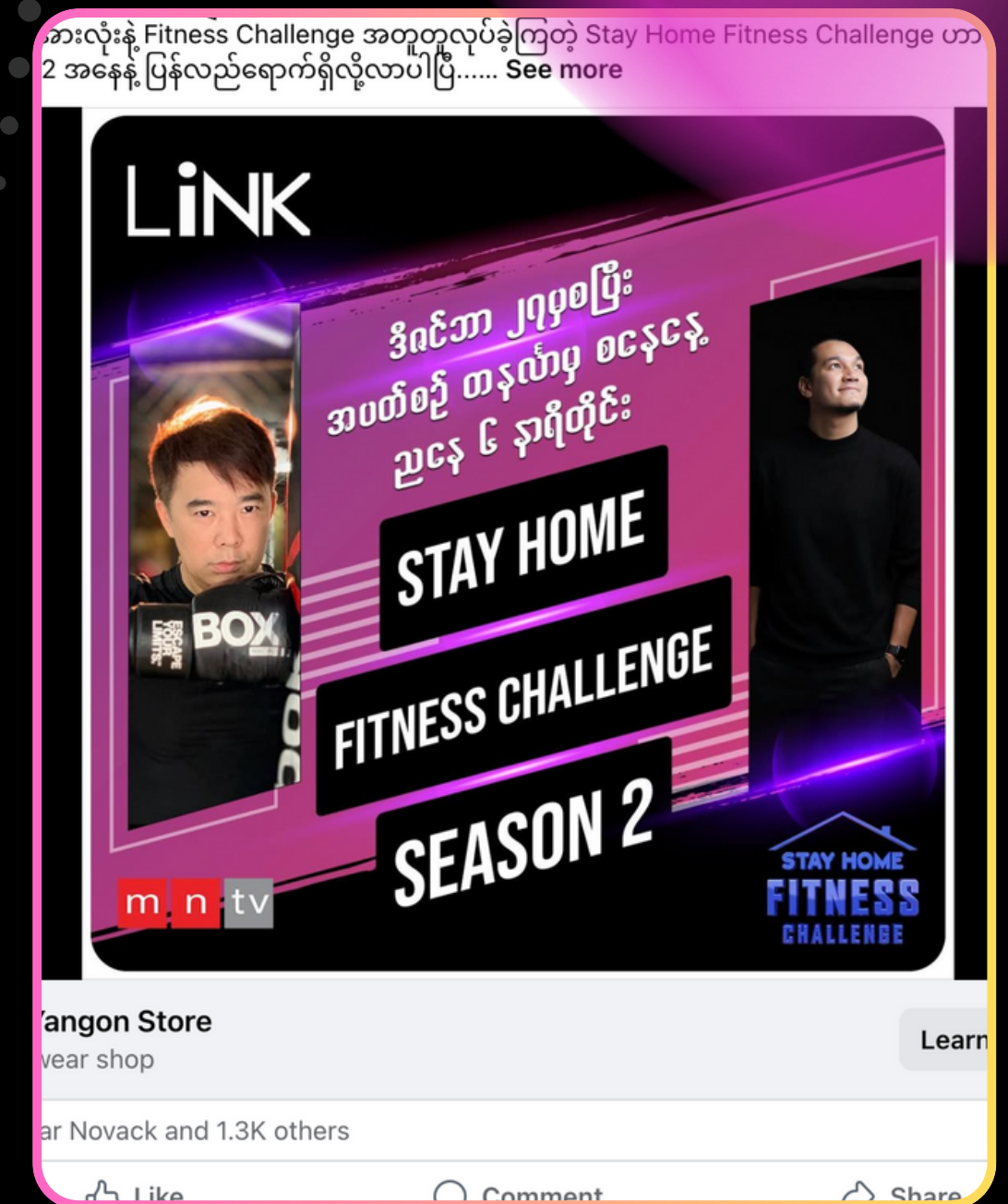


My Work Overview

As the Account Executive for LINK Yangon, I acted as the key liaison between our internal team and clients, ensuring smooth communication and campaign execution. I led influencer marketing initiatives and developed engaging social media content to boost brand awareness and customer engagement.



My Work Overview

In my role as Account Executive, I managed the launch of Zyhealth's new social media presence. I facilitated coordination between clients and the creative team, executed a comprehensive social media campaign, and oversaw the production of branded doctor talk show videos to educate and engage audiences.



My Work Overview

I served as the Content Strategist and Digital Marketer for Tendovit, responsible for end-to-end content creation across platforms. My work included highlighting product benefits, simplifying complex medical knowledge for the audience, managing social media campaigns, and analyzing performance data for reporting and optimization.



My Work *Overview*

I managed C'care Myanmar's influencer marketing campaign, which included sourcing and negotiating with KOLs, coordinating gift set preparations, and ensuring timely publishing of sponsored content. My role bridged agency-client-KOL communication to drive smooth campaign delivery.

