

KYAW WIN SHWE (KENNETH)

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SUMMARY

Driven and resourceful Business Development Associate with more than nine years of work experiences including in the University Education sector with main scopes in marketing, events, sales and leasing. Successfully manages high-volume workloads and clients/customers with different expectations and needs in rapidly changing environment.

32-year-old, U.S. citizen of South East Asian descent who was born in Washington D.C. and primarily based in Singapore for over 20 years with some time being spent in Myanmar. Actively seeking opportunities in Maryland, U.S.A as he relocates back to his birthplace.

PROFESSIONAL EXPERIENCE

FREELANCE

Business Development Solutions & Services Provider

January 2020 - February 2023

- Identified opportunities and presented business proposals to existing and potential SMEs (Small Medium Enterprises) Clients.
- Assisted the SME Clients in creating and applying enterprise-level business process models to support performance improvements in their businesses.
- Advised in the development of the necessary programs and projects for implementing change and executing agency transformation to ensure better localizations in the market.
- Provides constant, ongoing communication to ensure barriers/obstacles to business process improvement are removed and necessary support is always provided.
- Analyzed and improve business processes to improve overall workflow efficiencies and effectiveness.
- Worked with relevant specialists from various domains such as Marketing, HR, Accounting, Engineering, Architecture etc. to scope review and overall project management.
- Designed, developed and executed projects of various nature. Worked with over 30+ clients in the course of work.
- Leveraged and applied Information Technology standards, principles and products to all project implementation activities to increase efficiency in the organizations.

Achievements:

- ◇ Awarded with Market Penetration Project by photographic company OCUS to execute mass photo-taking activities for Food Delivery Platform (Food Panda) at country wide level (over 500+ restaurants and eateries at two Major cities).
- ◇ Awarded with project to produce 30-seconds animated Commercial for KDDI (A Japanese Telecommunications Company) to penetrate into Myanmar's market.
- ◇ Awarded as outsourced Business Development Services Provider for Innlay Ahmattaya Group (A restaurant chain with multiple outlets in Myanmar)

YOMA STRATEGIC HOLDINGS (YSH) | YOMA LAND

Asst. Business Development Manager | Sales & Leasing Department

November 2018 - December 2019

- Responsible for maintaining optimum occupancy rate for Leasing and meeting Sales targets.
- Created weekly task schedules to ensure that the Leasing Team and Sales Teams meet their monthly goals.
- Audited, approved and processed new and renewed Lease files as well as Sales Documents.
- Produced detailed analysis, reports of various nature to present and update the Management.
- Ensured a pleasant, hospitable and professional environment towards potential and current residents.
- Tracked marketing sources for all telephone and walk-in traffic and ensured that they are followed up on a daily basis, update weekly market surveys and monthly market survey reports.
- Conducted regular property inspections to ensure vacant units are aesthetically pleasing and presentable to prospects.
- Worked with designing teams to produce property's brochures and flyers in order to reach potential residents and created marketing schedules.

Achievements:

- ◇ Awarded a place in "YOMA Executives of the Next Decade: Talents Today, Leaders Tomorrow", a company initiative where best employees from each SBU (Strategic Business Units) are earmarked and trained to take on the Senior Leadership roles in future.

NATIONAL UNIVERSITY OF SINGAPORE | OFFICE OF ALUMNI RELATIONS (OAR)

Senior Executive | Events Venues & Operations (Venues Ops)

April 2016 – October 2018

- Main lead for all-things related to MICE (Meetings, Incentives, Conference and Events) operations.
- Worked with 150+ clients to assist them through the event details and served as the personal coordinator through the entire process from pre-event site tours to post-event payment matters.
- Created Marketing, Publicity and Social Media efforts to increase brand's presence in the market.
- Managed teams of Audio/Video Technicians, Part-time Event Staffs, House Keepers, Cleaners & Security Personnel to ensure venues are well-maintained and successful executions on the event day.
- Upheld Quality Standards and deliver Service Excellence to clients in keeping with the brand's image.
- Produced Post-event Evaluation Analysis for Stakeholders and incorporate improvements into future events.
- Prepared monthly rental reports to the Senior Management and relayed important feedbacks.

Achievements:

- ◊ Personally conceptualized and designed the Venue Rental Kit in 2017 which was so well received by the stakeholders that it is still in use today, 6 years on.
- ◊ Increased Venues Utilization Rate from average of 28% (before appointment) to average of 60% by reducing the turnover times to accept new bookings, providing better customer experience and increased marketing efforts.
- ◊ Successfully added a new seminar room to the existing venues offerings by converting an old office space. Led the project from the start to finish. Started with idea proposals to Management and ending with successful delivery.

NATIONAL UNIVERSITY OF SINGAPORE | OFFICE OF ALUMNI RELATIONS (OAR)

Executive | Alumni Cultivation and Engagement (ACE)

April 2014 - April 2016

- Carried out monthly, quarterly and yearly Marketing Plans of the Events and Programs ran by the Alumni Office. Strategically planned and produced various Marketing/Content Calendars.
- Reached out to the University's Alumni Community through various Marketing & Communications channels by designing and developing effective publicity collaterals such as Posters, Banners, Brochures for Print Media as well as Animations and Videos for Social Media.
- Conceptualized, planned and executed Events and Activities to engage University's Alumni Community. Events highlights includes networking events known as Thirsty Thursdays and talk-show style dialogue event known as U@live (pronounced as *University Alive*).
- Cultivated, Engaged and Maintained good relations with over 20 Alumni Groups to support and aid various Alumni Group Events and Community Outreach projects.

Achievements:

- ◊ Took on Marketing and Publicity portfolios of Kent Ridge Alumni Family Day 201, achieving record attendance (4575 pax) from 6829 signups. (183% above target and attrition rate of below 35%).
- ◊ Thirsty Thursday's events being voted as the Most Favorite Event of 2015 in the Alumni Surveys.

LANGUAGE PROFICIENCIES

Languages: English (Fluent in both written and spoken) | Burmese (Fluent in both written and spoken)

Presentation/Public Speaking: Comfortable in presenting and conducting in front of various stakeholders

PERSONALITY TRAITS

- Honest
- Problem Solver
- Service Oriented
- Technologically Competent

SKILLS HIGHLIGHTS

- Business Development
- Marketing
- Operations Management
- Client Relationship Building

SOFTWARES AND IT RELATED COMPETENCIES

- Microsoft Office (Word, PowerPoint, Excel)
- Web Development (WordPress + Elementor)
- Advance Proficiency in Graphic Design
- Advance Proficiency in IT Support
- ERP and CRM Software (Microsoft NAV, SAP, Power BI)
- Creative Software (Adobe Photoshop, Illustrator)
- Competent Level in Web Development
- Competent Level in Video Editing

EDUCATION

BACHELOR OF COMMERCE: Marketing & Management (Double Major) | Murdoch University | 2015 – 2017

ASSOCIATE DEGREE: IT Security Management | Singapore Polytechnic | 2010 - 2013

BACHELOR OF ARTS: English | Yangon University | 2007 - 2010