

Vivian Soe Wathan

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EDUCATION

University of Newcastle, Australia

Bachelor of Communication, double major in Public Relations and News Media

Singapore Campus
August, 2025

University of West Yangon Technological University

Bachelor of Electronic Engineering

Yangon, Myanmar
January, 2020

EXPERIENCE

MCIX AGENCY

Yangon, Myanmar

● Senior Account Executive / Senior Client Representative

Nov 2022 - Aug 2023

- Acted as the primary point of contact for clients, making sure communication was smooth and everything stayed on track with campaign schedules, budgets, and goals.
- Worked with brand strategists on pitch decks and proposals, contributing creative insights and presentation polish.
- Managed paid ad campaigns across Facebook, Google, and LinkedIn for long-term social media retainer clients.
- Supervised the creation of content like animations and videos, ensuring high quality, consistency, and timely delivery.
- Mentored junior team members, promoting a collaborative, supportive work culture and encouraging growth through feedback and shared learning.

● Performance Marketing Specialist (Seasonal Role)

Nov 2022 - Aug 2023

- Stepped in during a gap in the digital team, leading paid media strategy with agility and precision.
- Revived underperforming brands through targeted ad campaigns, transforming low-engagement accounts into high-performing assets.
- Designed and pitched paid media strategies that fit client goals, budgets, and audience needs.
- Calculated and tracked KPIs including CTR, and conversion rates to ensure campaigns met client expectations.

BLACK, WHITE AND GRAY CREATIVE AGENCY

Yangon, Myanmar

● Senior Account Executive / Senior Client Representative

Nov 2022 - Aug 2023

- Responsibilities closely align with my role at MCIX Agency.
- Managed client communication, campaign planning, budgeting, and performance reporting for social media retainer accounts.
- Led Facebook ad campaigns from strategic setup to monitoring and optimization, ensuring alignment with client KPIs.
- Delivered monthly progress reports with actionable insights to foster transparency and trust with clients.
- Contributed digital strategy to pitch decks and presentations, playing a role in securing new business.
- Collaborated cross-functionally to ensure campaigns met timelines and deliverables with precision and creativity.

BEYOND 360 MARKETING TECHNOLOGY FIRM

Yangon, Myanmar

● B2B Account Manager

Dec 2020 - Aug 2021

- Managed B2B client relationships, helping them use HubSpot CRM for business growth.
- Served as the main contact for clients, handling their requests and changes.
- Led strategy workshops with clients and team experts to create marketing plans.
- Worked with teams to deliver marketing strategies that matched client goals.
- Conducted training sessions and onboarding for clients, ensuring they felt confident using HubSpot effectively.

● Account Executive

Jun 2020 - Dec 2020

- Handled product photography for digital marketing campaigns.
- Mentored junior account executives, helping them grow in their roles.
- Created content calendars and developed social media creatives and copies for 5+ clients.
- Developed and managed digital media plans to meet client goals on platforms like Facebook.
- Researched ways to grow followers, increase engagement, and stay updated on digital marketing trends.
- Provided strategic recommendations and analysis to improve campaign performance.

● Social Media Executive

Apr 2020 - May 2020

- Oversaw media planning, including budgeting, costs, and resource allocation.
- Led brainstorming sessions to create marketing campaigns that build brand awareness.
- Managed internal processes for creative development, project management, and campaign delivery.
- Handled multiple projects and timelines, setting clear expectations and communication.
- Developed engaging and newsworthy storylines, pitching them to clients.

● Digital Media Buyer Internship

Apr 2020 - May 2020

- Assisted with social media planning, campaign management, and tracking analytics
- Gained hands-on experience with Facebook tools like Business Suite and Ads Manager
- Participated in brainstorming sessions to develop campaign strategies
- Analyzed data to ensure accuracy in reporting and campaign results
- Gained experience in digital content publishing and distribution via HubSpot CRM
- Developed knowledge in lead generation and email marketing campaigns using HubSpot CRM

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EXPERIENCE CONT'D

BIM ADVANCED TECHNOLOGY SERVICES

Yangon, Myanmar

Aug 2019 - Oct 2019

● *IT Project Coordinator Internship*

- Gained valuable experience in workplace ethics and project management
- Assisted in coordinating project timelines, ensuring tasks were completed on schedule
- Supported team members by organizing resources and maintaining clear communication

CREATIVE PROJECTS

Class Living - Live Client

Singapore

Student Group Leader

Jan 2025 - Apr 2025

- Led a student team on a project with Class Living, a social-driven enterprise in Singapore
- Our team was selected for all deliverables except those assigned to every group, competing against 5 other teams
- Delivered the following project outputs:
 - ▶ 1-minute event opening video
 - ▶ Posters and promotional reels
 - ▶ Podcast production
 - ▶ Social media strategy (8–10 posts + hashtags)
 - ▶ Ezine/newsletter write-up
 - ▶ Student showcase content

SKILLS AND CERTIFICATIONS

Skills: Digital Marketing, Content Creation, Project Management, Client Relations, Data Analysis, Creative Development, Journalism, Public Relations, Problem Solving, Time Management, Social Media Strategy, Paid Media Campaigns, SEO & SEM, Email Marketing, Marketing Automation, Campaign Reporting, Photography, Video Production, Copywriting, Visual Design, Team Coordination, Client Onboarding, Analytics, Branding, Influencer Outreach, Media Relations, Crisis Communications, Press Releases, A/B Testing, Lead Generation.

Certifications:

- The Fundamentals of Digital Marketing – Google Digital Garage
- HubSpot Inbound Certified – HubSpot
- Delivering Client Success – HubSpot
- Guided Client Onboarding Certified – HubSpot
- HubSpot Sales Software Certified – HubSpot
- HubSpot Marketing Software Certified – HubSpot
- Facebook Certified Digital Marketing Associate – Facebook

ADDITIONAL INFORMATION

- Open to remote work opportunities and flexible work arrangements
- Available for travel as needed for client meetings or project requirements
- Comfortable working across different time zones and managing virtual teams

ONLINE PRESENCE:

- <https://soewathan.com>
- www.linkedin.com/in/soewathan