

Sithu Aung

Strategic Marketing Professional

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🌐 <https://thelabdigital.github.io>

EXPERIENCE

The Lab Digital, Yangon — *Business Development Consultant*

Oct 2016 - PRESENT

After I left my job at Ogilvy Myanmar, I wanted to utilize my skills in digital marketing and my connections in the marketing and communication industry. The Lab was founded by a small but very passionate group of professionals. So I joined there in 2016 as a non-payroll employee. My main responsibilities as Business Development Consultant there are :

- Developing new business opportunities
- Developing business proposals
- Maintaining relationships with clients
- Research and development

Hogarth Worldwide, Yangon — *Lead Content Developer - Burmese Language*

Jun 2022 - PRESENT

After being awarded over a USD 4 bn worth world wide project from Coca-Cola in 2022, HogarthWW approached me to lead their content creation efforts for the Myanmar market and I joined there as a contractor. My main responsibilities there are:

- Ensuring all Burmese contents are aligned with local culture and laws.
- Ensuring all Burmese contents are properly developed, translated and aligned with client's feedback.
- Developing new content ideas to optimize the audience engagement.

Institute for Strategy and Policy - Myanmar, Yangon — *Content Consultant - English Edition*

Jul 2020 - Mar 2023

During Covid pandemic and after the Coup, ISP-Myanmar developed

PROFESSIONAL CERTIFICATES

Google Digital Garage

Google Digital Marketing &
E-commerce

Google Data Analytics

Google Advanced Data
Analytics

Google Business Intelligence

Meta Social Media Marketing

Meta Marketing Analytics

RECOMMEND PERSONS

MR. MIN ZIN

Founding Member & Executive
Director

Institute for Strategy and Policy
- Myanmar

minzin@ispmyanmar.com

MR. SANJAY V. GATHIA

Founder & Project Director

Borders & Broader
Conversations (B.B.C.) Initiative

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over 150 policy related articles and they wanted to translate them into English. They approached me to oversee their translation project and I joined there as a contractor. My primary responsibilities there were:

- Ensuring all translations were met with ISP-Myanmar standards and in-house content styles.
- Ensuring all projects were met with their deadline.
- Overseeing the Data Visualization process.

My contract was terminated after successfully finishing the project.

LANGUAGES

Burmese (Native), English (Fluent)

The Irrawaddy Media, Yangon — *Digital Sales and Marketing Manager*

Sep 2017 - Jun 2020

I joined The Irrawaddy in Sep 2017 as a digital sales and marketing officer. Back then my main responsibilities was to generate revenue from advertising. But six months later, I was promoted as a digital sales and marketing manager. Then my responsibilities were no longer limited to sell ads spaces and were extended to diversify The Irrawaddy's revenue sources not only exploring new opportunities but also strengthening the existing ones. My primary responsibilities there were:

- Assisting Win Thu, independent director back then and Sanjay Gathia, then project director - fundraising, to develop project proposals.
- Maintaining communications and relationships with donors such as MDIF, NED and Partners Asia.
- Tracking projects' activities and preparing reports.
- Engaging different communities and organizations to explore new business opportunities.
- Researching and analyzing market trends and data such as PESTLE factors to develop new business opportunities and optimize existing ones.

During Covid pandemic, the media industry was hit by the unprecedented downturn. The Irrawaddy was no longer able to afford my salary and I left the organization.

Ogilvy Myanmar, Yangon — *Assistant Digital Planner*

Feb 2016 - Oct 2016

After being awarded a contract from MPT, Ogilvy Myanmar was asked to develop digital 360 marketing and communication strategy for MPT. They contacted Pete Mitchell, an ex-Ogilvian and founder of Kudos Content, a Singapore based content marketing firm, to carry out the task. After working over half of a decade in the media industry, I was hired to assist Pete for his MPT project. My primary responsibilities

there were:

- Acting as a liaison among Pete, Ogilvy internal teams and MPT.
- Performing market research and analysis for Pete.
- Developing various marcom strategies for each MPT's digital channels.
- Researching Social@Ogilvy campaign database

After MPT terminated its contract with Ogilvy, Pete's and my contracts were also terminated.

EDUCATION

B.A (Business Management)

Yangon University of Distance Education

NOTABLE PROJECTS

The Lab Digital — *ICAP Social Media Project*

- ICAP at Columbia University in Myanmar, an INGO which is helping people living with HIV in Myanmar, awarded a contract to us to develop contents for their social media from Dec 2022 to Apr 2023. I helped The Lab to win the contract while competing with many industry leading ad agencies.

The Irrawaddy Media — *IRWLabourRights*

- A foreign government agency funded The Irrawaddy to develop a labour rights related news program. I helped the project director - fundraising throughout the project from late 2019 to early 2021.

The Irrawaddy Media — *The Irrawaddy Business Talk*

- Back in 2018, The Irrawaddy's management wanted to create a program that can influence the government's MSME policies. So I spearheaded a program called 'The Irrawaddy Business Talk' in which we invited MSME owners to our studio and allowed them to express their opinions and concerns about the government's MSME policies. I had to engage with many different organizations to secure the funding and finally managed to develop a collaboration with CB Bank.