



# Moe Yadanar Oo

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## Work Experience

### TEDxULB, Brussels, Belgium

Oct 2019 - Present

#### Marketing Strategist

- Consolidated the social media strategy and roadshow activities, resulting in a ~40% increase in web traffic in August.
- Launched modern website with **optimise SEO, data analysis**, FB ads which allowed to target specific audience.
- Copyright writing and create engaging content on various social media channels resulted in 3.4K viewed on LIVE stream.

### Croix-Rouge de Belgique, Brussels, Belgium

May 2020 - Jul 2020

#### Consulting Intern

- **Led** a 4-members Advanced Master team to develop strategy roadmap, reformed **business model** during COVID-19.
- Spearheaded market expansion strategy for the Belgian market, **restructuring and optimising** ambulance service.
- Conducted substantial market feasibility research and profitability analyses resulting in the facilities relocation.

### Phoenix Staffing, London, UK

Nov 2018 - April 2019

#### Promotional Staff

- Help clients to reach wider audience in London by doing experiential marketing, storytelling & live production trial
- Acted as a brand ambassador to introduce new products & offer promotions at exhibitions, shopping malls etc.
- Interacted with B2B/B2C customers and worked with clients from various industries (FMCG, Hotel, Fitness, Restaurant).

### United Amara Bank Ltd, Yangon, Myanmar

Jan 2017 - Aug 2017

#### Public Relation and Marketing associate

- Balanced the needs of **+15 stakeholders** in significant projects through engagement and **effective communication**.
- Operated and arranged the production of Visa Card launch, press conference, sponsorship, CSR activities.
- Convinced the office to rebuild its Facebook page, led its development and increased earned visits by 250%.
- Acted as a point of contact between local medias/news channels & company's marketing division.
- Doubled campaign clicks rates by personalizing online content marketing and gained exposure from internal & external audiences.

### Myanma Yadanar Gems & Jewelry, Yangon, Myanmar

Mar 2014 - Apr 2016

#### Sales & Marketing

- Increased 2x (400000\$) revenue by targeting low income segments, **improving sales process** & preventing cashier frauds
- Manage campaign strategy, visual presentation for International Jewellery Trade show in Bangkok and Singapore
- Created formal procedures for routine assignments reducing time requirement by 25%
- Negotiated and established a partnership with Travel & Tour agencies & increased 10% sales from Chinese tourists

## EDUCATION

### Solvay Business School, Brussels, Belgium

Sep 2019 – Sep 2020

#### Advanced Master in Innovative & Strategic Management | Top three Business School in Belgium

- Solvay real-life airline business competition. 2<sup>nd</sup> place.
- Relevant course- IP Strategy, Corporate Finance, Social Innovation, Design Thinking, Project Management
- 90h of training accumulated on Data Analytic & Python, Rapid Miner, Machine Learning, Deep Learning

### Newcastle Business School, Newcastle Upon Tyne, UK

Sep 2016 - Jul 2018

#### BA (Hons) Business & International Management | AACSB international double accreditation; ACCA credited

- Score - 2:1 Upper Second
- Selected among 200 students to speech in the ending ceremony of academic year to 500 people.
- Member of the Consulting Club Leadership Team.

### Myanmar Imperial University, Yangon, Myanmar

Feb 2015 - Aug 2016

#### Higher National Diploma in Business" Pearson BTEC Level 5 HND Diploma (Score- Merit)

### Gem-A, Gemmological Association of Great Britain, Yangon, Myanmar

Jul 2015 - Jun 2016

#### Gemmology and Jewellery Foundation Studies

- Colour-stone grading and identification, Diamond grading, Lab classes, Cutting workshops

### St. Augustine High School (B.E.H.S 2 Kamayut), Yangon, Myanmar

Jun 2000 - Mar 2011

## ACTIVITIES

Active Members of Young Southeast Asian Leaders Initiative

Jan 2018 - Nov 2020

Member of Myanmar Students Union in the UK & Éire

Feb 2017 - Nov 2020

## SKILLS, LANGUAGES & INTRESTS

**Computer & IT Skills:** MS Office Suite | Python | Website Creation | SEO | WordPress | WIX | Business Suite

**Languages:** Burmese – Mother Tongue | English – Fluent | Chinese/Mandarin – Fluent | French – A1

**Interests:** Circular Economy| Traveling | Badminton | Swimming | Calligraphy | Volunteering