



Shun la

Digital Marketing Manager

Paris, France

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Languages

English (Native)

French (Work Proficiency)

Tagalog (Basic)

About

Experienced digital marketing professional with over 5+ years of expertise in social media strategy, content creation, and community management. Recognized for increased audience engagements and sales figures as well as strategic thinking and communication skills. Proficient in Digital Marketing, Analytics tools, Social Media Strategy and management, Content strategy & and creation, Influencer Marketing, Sales Techniques, and CRM database management. Passionate about driving the brand's success to new heights and creating long-term B2B and B2C relationships.

BRANDS WORKED WITH

Her Alchemy

KIA Myanmar

Wolf Kitchen

Experience

Digital Marketing Manager

May 2021 - Mar 2023

*Digital Marketing: Developed and executed digital marketing strategies, leveraging social media and email marketing platforms, for start-up businesses and non-profit organizations worldwide. Achieved a 350% increase in organic engagement, driving brand awareness and audience reach. Generated and analyzed monthly digital marketing reports.

*Creative direction: Led content creation and graphic design for social media and email marketing content campaigns

*Project Management & Training: Liaised with stakeholders and collaborated with cross-functional teams to align project objectives. Onboarded and trained a total of 2 members for Digital Marketing and Community Management

Digital Marketing Assistant

Wolf Kitchen | Jun 2020 - Apr 2021

*Digital Marketing: Developed and executed digital marketing strategies and campaigns on Facebook, Instagram, and Mailchimp. Managed brand collaborations and influencer marketing. Generated and analyzed monthly digital marketing reports

*Community Management: Organized online community events such as Live Q&A sessions. Provided community feedback to management and stakeholders. Responded to customers in a timely manner

*Creative Direction: Creative Direction: Led content creation and graphic design for social media and email marketing campaigns. Managed content shoots and collaborations with photographers and videographers

*Customer Relationship Management: Designed and administered surveys and registration forms to gather customer data and insights. Managed CRM database

*Management & Training: Led and trained a Digital Marketing and Customer Service team of 5 members

Marketing Assistant

Her Alchemy | May 2019 - Mar 2020

*Social Media Marketing: Managed Social Media Marketing across Facebook and Instagram. Assisted in brand collaborations and influencer marketing

*Event & Community Management: Assisted in the management of 1 brand event and 2 brand collaboration events. Provided community feedback to the management and stakeholders. Responded to customers in a timely manner

*Creative Direction: Led content creation for Facebook and Instagram.

Managed creative direction of content shoots and collaborations with photographers, videographers and models

*Operations, Management & Training: Oversaw flagship store and 6 pop-up store operations. Trained and onboarded a team of 8 in sales, stock management and Customer Service. Led and trained part time event staffs

- **Sales and Marketing Assistant**

Her Alchemy | May 2018 - May 2019

*Sales & Marketing: Assisted in sales, offline marketing and social media marketing across Facebook and Instagram

*Customer Service: Provided customer service to local and international customers online and in-store

*Operations, Management & Training: Oversaw flagship store and 2 pop-up store operations. Trained and onboarded a team of 4 in sales and stock management

*Stock Management: Managed the inventory of 200+ products



- **Translator**

KIA Myanmar | Dec 2017 - Feb 2018

*Translation: Translated documents from Burmese to English for C-Level Executives.

Education & Training

2022

- **Coursera**

Social media Marketing by META,

2014 - 2018

- **YAIS**

High School Diploma,