

Soe Wathan

Digital Specialist / Client Service



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I go by **Wathan**, but you may also know me as **Vivian**.

Meta-certified digital marketer and senior client representative having a passion for creative campaigns and digital strategies blends seamlessly with my analytical thinking, with a proven track record of nurturing over 20 prominent brands, including Unicef, Sun Pharmaceuticals, and Panduit.

Experiences

Senior Client Representative

MCI Agency | Oct 2022 - Aug 2023

Responsible for overseeing client communication, campaign timelines, and budgets. I monitored project progress, wrote reports, assisted brand strategists in pitch preparations, and skillfully managed ad campaigns across Facebook, Google, and LinkedIn for our social media retainer accounts. Additionally, I took charge of creative campaigns, animations, and video production accounts. As a senior member, I played a role in mentoring and guiding junior team members, promoting a collaborative and cohesive work environment.

Senior Account Executive

Black, White, and Gray Creative Agency | May 2022 - Oct 2022

Responsibilities closely align with my role at MCI Agency. Managing client communication, campaign timelines, budgets, project monitoring, monthly reporting on progress to clients and the strategic handling of ad campaigns on only Facebook for our social media retainer accounts. Additionally, I actively contribute my digital strategies to pitch preparations, resulting in successful pitch wins.

Account Executive

Beyond 360 Marketing Consulting Firm | June 2020 - June 2021

Overseeing media planning, budgeting, and resource allocation. Lead brainstorming sessions for brand-building marketing campaigns. Efficiently manage creative development, project timelines, and report analysis using tools like Ads Manager. I handle product photography, mentor junior account executives, and pitch newsworthy storylines to clients. Serve as a key contact for change requests and system customization for clients using HubSpot CRM Software, all while contributing to brand-building marketing campaigns.

Social Media Executive

Beyond 360 Marketing Consulting Firm | April 2020 - June 2020

Managed media buying and operations, created content calendars, and developed social content for multiple clients, researched trends for audience growth and engagement, offered strategic insights, and maintained a database of 100 local influencers.

Paid Digital Media Buyer Internship

Beyond 360 Marketing Consulting Firm | Feb 2020 - April 2020

Supported social media planning and campaign execution, tracked analytics, and prepared reports. Gained expertise in Facebook advertising tools like Business Suite and Ads Manager. Actively contributed to brainstorming sessions and data analysis, ensuring accurate reporting. Collaborated with team members to understand enterprise-wide digital marketing strategy. Researched best practices among competitors in digital, social, and content marketing. Assisted in developing media buying plans and marketing strategies for Chance Myanmar. Proficient in digital content publishing and email marketing campaigns using HubSpot CRM Software.

Project Coordinator Internship

BIM Trainings and Advanced Technology Services | Aug 2019 - Oct 2019

Although not directly related to the advertising industry, I include this experience because it's where I gained valuable knowledge in workplace ethics and project management.

Education

- **Bachelor of Communication**

Double Major in Public Relations and in News Media

University of Newcastle, Australia

2023-2025

- **Bachelor of Engineering**

Major in Electronics Engineering

West Yangon Technological University

2013 - 2020

Additional Skills

- **Single Diploma, Project Management**

Strategy First University - SFU

- **The Fundamentals of Digital Marketing**

Google Digital Garage

- **Digital Marketing Associate**

Meta Certified - [Link](#) to the badge

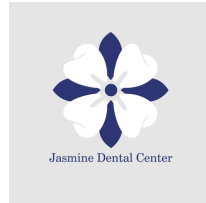
Remarkable Project in 2025

Client Project - Class Living (Singapore) | Group Leader

School-client collaboration | Selected for all key deliverables among 6 competing teams

- Led a student team in a school project partnered with Class Living, a social-driven enterprise in Singapore.
- Our team was selected for all deliverables, excluding those assigned to all groups by default, among six competing teams.
- Project deliverables included:
 - ▶ 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
- Personal contributions: Developed the social media strategy, designed visual content and brochure cover, and handled client communication from planning to submission.

Clients I've worked with



+10 others

Additional Skills

Tools & Technical Skills

- CRM Software (HubSpot)
- Social Media Content Creation
- Competitor & Market Analysis
- Campaign Planning & Execution
- Project Coordination
- Budget Management
- Market Research

Soft Skills

- Client Relationship Management
- Problem Solving & Conflict Resolution
- Strategic Thinking
- Attention to Detail
- Time Management
- Negotiation Skills
- Adaptability