





# Zynn Htwe


Media Manager, Paid  
Social

## Contact

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## About Me

Globally experienced digital marketing professional with a strong foundation in social media strategy, brand communication, and creative content production. Currently expanding technical expertise through U.S.-based education and certification, with a demonstrated commitment to continuous learning and industry relevance. Eager to contribute a fresh, global perspective and a strong work ethic to a forward-thinking marketing team.

## Skills

- Digital & Social Media Marketing
- Content Creation & Creative Direction
- Graphic Design (Canva, Adobe Suite)
- Website Management (html, Squarespace)
- Analytics & Performance Reporting
- Campaign Strategy (Organic & Paid)
- Client Account Management
- Cross-cultural Communication

## Education

- Bachelor of Mathematics.  
*Yangon University* 2012- 2015
- Technical Certificate in Digital Media Production  
*Florida State College at Jacksonville* 2024-2025
- Professional Digital Marketing Certificate + PCM®  
Certification  
*American Marketing Association & Digital Marketing Institute* (Completing October 2025)

## Experience (US - International)

- Client Service Specialist  
*Lutheran Social Service - Jacksonville, FL* 2024 - present
  - Lead digital and print content creation for employment outreach campaigns serving immigrant communities.
  - Design and execute paid social campaigns on Meta and LinkedIn to promote job opportunities.
  - Create campaign strategy briefs and performance reports for internal stakeholders.
  - Tailor messaging to resonate with diverse, underserved audiences.
- Marketing & Admin Coordinator  
*Palmyra Marble & Granite – Jacksonville, FL* 2023-2024
  - Developed brand visuals and managed content for social media.
  - Assisted with mobile-responsive website updates and marketing collateral.
  - Supported administrative and HR documentation processes.
- Digital Marketing Manager/ Team Lead  
*Peach Marketing Consultancy – Myanmar* 2020- 2023
  - Planned and executed full-funnel paid social campaigns (Meta, YouTube, influencer) targeting segmented audiences, resulting in 9M+ reach and brand engagement growth
  - Developed media strategies aligned with GTM goals, optimizing across creative formats and messaging to improve CTR and cost-per-engagement
  - Collaborated cross-functionally with creative, analytics, and client teams to refine messaging, placement timing, and campaign ROI
  - Coordinated influencer partnerships and managed product seeding for campaign amplification.
  - Oversaw creative timelines, media placements, and content calendars for Facebook, Instagram, and YouTube.
- Media Executive  
*Mango Media – Myanmar* 2014- 2019
  - Developed and executed traditional marketing plans including print, radio, and event-based promotions.
  - Coordinated media buys, vendor negotiations, and campaign timelines.
  - Collaborated with creative teams to align visuals and messaging with client goals.
  - Analyzed market trends and customer feedback to inform campaign direction.

## References

### Ms. Wafa Atlas

Palmyra Marble & Granite/  
General Manager

Phone: 904-651-8764

### Tsion Gebregziabher

LLS / Program Manager

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