



SIMON RILEY(MR)

Digital Marketing, Web Developer, PHP MySQL
Laravel Developer, Unity C# Developer and AI
Manager

Personal Info

Date of Birth : 04/07/1992
Nationality : Myanmar
Race : Burma
Material Status : Married
Availability : Immediately
Expected salary : Negotiate

Expertise:

- Digital Marketing
- HTML, CSS and JS
- PHP MySQL, Laravel
- AI Knowledges.
- Unity C#
- Microsoft

Education:

2015
LL.B (Law)
Yangon University

Language:

English (Fluent)
Myanmar(Native)

Contact:

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Thanlyin

Career Objective

Results-driven Digital Marketing professional with a proven track record of creating and implementing successful online marketing strategies. Passionate about leveraging digital channels to drive brand awareness, engage audiences, and generate leads. Seeking a challenging role where I can utilize my skills and experience to contribute to the growth and success of a dynamic organization.

Professional Experience

Digital Marketing Manager

SKYBIT.ASIA 2021 To 2023

Job Descriptions:

- Developed and executed comprehensive digital marketing strategies, resulting in a increase in website traffic and growth in lead generation.
- Managed and optimized PPC campaigns with a improvement in click-through rates (CTR) and a decrease in cost per acquisition (CPA).
- Led a cross-functional team to create engaging content for social media platforms, resulting in a increase in followers and growth in engagement.
- Conducted regular A/B tests on email campaigns, leading to a increase in open rates and a boost in click-through rates.
- Utilized Google Analytics and other tools to analyze user behavior, track key performance indicators, and provide actionable insights for continuous improvement.
- Collaborated with design and development teams to enhance website usability and optimize landing pages, resulting in a increase in conversion rates.
- Managed a digital marketing budget], allocating resources effectively to achieve maximum ROI.

Digital Marketing Specialist

Freelance 2018 To Present

- Assisted in the development and implementation of SEO strategies, resulting in a increase in organic search traffic and higher keyword rankings.
- Created and curated engaging and relevant content for blog posts, social media, and email campaigns, contributing to a growth in website engagement.
- Monitored and managed social media accounts, responding to comments and messages in a timely and professional manner, enhancing brand reputation.
- Executed targeted email marketing campaigns, achieving a open rate and a click-through rate.
- Conducted market research and competitor analysis to identify emerging trends and opportunities, providing valuable insights for campaign optimization.

Profile Links:

<https://www.linkedin.com/in/simon-riley-2712b4250/>

<https://www.facebook.com/faint.lale/>
<https://www.facebook.com/faint.lale/>

<https://github.com/SimonRiley72>

Quotes :

**"Hard
Work,Be
Polite and
Always
hungry for
New Things"**

Certifications:

AB Programming Training Center

- PHP Web Development Course
- HTML,CSS,Javascript,JQuery,Bootstrap Course

Key Competencies:

- Digital Strategy Development
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Email Marketing Campaigns
- Content Creation and Management
- Marketing Analytics and Reporting
- Conversion Rate Optimization (CRO)
- A/B Testing and Experimentation
- Budget Management

Skills:

- Proficient in Google Analytics, Google Ads, Facebook Ads Manager, Hootsuite, MailChimp, WordPress, etc.
- Strong analytical and problem-solving skills
- Excellent written and verbal communication skills
- Creative thinking and attention to detail
- Team leadership and collaboration

Summary:

Experienced Digital Marketing specialist with [5 years] of hands-on expertise in developing and executing data-driven digital campaigns across various platforms. Proficient in analyzing market trends, identifying target audiences, and optimizing online presence to achieve business objectives. Adept at utilizing SEO, SEM, social media, email marketing, and analytics tools to drive measurable results.

References: Philips (Mr.)

CEO (SKYBIT.ASIA)

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