



# SIMON RIELY(MR)

**DIGITAL MARKETER, WEB DEVELOPER, PHP LARAVEL DATABASE MANAGER AND UNITY GAME DEVELOPER**



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



<https://github.com/SoeLinHtet31>



<https://www.facebook.com/faint.iale?mibextid=ZbWKwL>

## EXPERTISE :

- Digital Marketing
- Web Development (HTML.CSS and JS)
- PHP,MySQL and Laravel
- Unity 2D 3D C#
- AI Management

## LANGUAGE :



- English ( Fluent )
- Myanmar ( Native )

## MY PROFILES AND GOALS

**Date of Birth** : 4.7.1992  
**Nationality** : Myanmar  
**Race** : Burma (Asian)  
**Material Status** : Married  
**Availability** : Immediately  
**Expected Salary:** Negotiate

### Objective:

Multi-skilled professional with expertise in Digital Marketing, Web Development , Database Management(PHP,MySQL and Laravel), and Unity Game Development. Offering a unique blend of creative and technical abilities to drive innovative solutions and enhance user experiences. Seeking opportunities to contribute my skills across diverse projects and teams.

## EDUCATION AND CERTIFICATION




- LL.B (Law and Enforcement 2015)
- University of Yangon



- AB Programming Training Center
- PHP Web Development Course
- HTML,Css and Javascript Course

## GAME DEVELOPER | KRAZY KONG NFTS PROJECT

[2021 JAN] - [2023 JAN] 

- Collaborated with a team of artists, designers, and developers to create a unique NFT-based game experience.
- Developed gameplay mechanics, including character movement, controls, and physics interactions.
- Implemented AI behavior for enemies and NPCs, enhancing player engagement and challenge.
- Integrated blockchain technology to enable the creation, ownership, and trading of in-game assets as NFTs.

## SKILLS :

### UNITY GAME DEVELOPMENT :

- Unity2D,3D and C# Programming
- Game Mechanics Design
- AI Programming
- Multiplayer Networking
- 2D,3D Modeling and Animation
- UI/UX Design for Games
- Game Optimization and Debugging

## SUMMARY :

Throughout my career, I have maintained a meticulous focus on delivering exceptional gaming experiences and optimizing digital marketing strategies to achieve tangible business results. My technical proficiency in Unity game development is complemented by my strategic prowess in driving effective digital marketing campaigns. Looking to leverage this unique skill set to continue crafting compelling games while maximizing brand impact through innovative digital marketing initiatives.

## CONTACT :

**PHONE** :+95 9984096481

**EMAIL** : hsoe83923@gmail.com

**ADDRESS** : Thanlyin, Yangon, Myanmar

## REFERENCES :

**Philips (Mr)**

CEO (SKYBIT.ASIA)

**Phone** : +66973065061

**Email** : MAIL@SKYBIT.ASIA

- Worked closely with the art team to integrate 3D models, animations, and visual effects into the game environment.
- Contributed to game design discussions, providing input on level design, player progression, and monetization strategies.

## GAME DEVELOPER & DIGITAL MARKETING AT SKYBIT.ASIA

[2021 JAN] - [2023 JAN]

- Produced KRAZY KONG mobile games, driving Maximum downloads and 100% increase in user engagement through strategic gameplay design and UI/UX improvements.
- Orchestrated the development of multiplayer functionality, enabling real-time interactions and competitive gaming experiences.
- Collaborated cross-functionally with marketing teams to incorporate in-game promotions, resulting in a surge in in-app purchases.
- Expertly troubleshooted and resolved technical issues, ensuring seamless gameplay and overall player satisfaction.
- Developed and executed digital marketing campaigns, yielding increase in website traffic and growth in social media followers.
- Managed and curated social media platforms, creating and scheduling engaging content that drove increase in engagement and growth in followers.
- Utilized advanced SEO techniques to optimize website visibility and organic traffic, achieving first-page rankings for target keywords.
- Directed the design and implementation of email marketing campaigns, contributing to rise in open rates and increase in click-through rates.

## PROJECTS

[KRAZY KONG Mini] | [2021]

- First Community Base Game for introducing Krazy Kong NFTs.
- Technologies employed: scratch.
- <https://scratch.mit.edu/projects/688389628>

[KRAZY KONG Adventure] | [2022]

- Second Community Base Game for Krazy Kong NFTs Utilities and SKYBIT Token Utilities.
- Technologies employed: Unity Game Engine , PHP MySQL.
- Game that was build for Krazy Kong NFTs Brand promoting and User Benefits.
- <https://github.com/SoeLinHtet31/Krazy-Kong-Adventure.git>