



MAY THU THU KHINE

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PROFESSIONAL SUMMARY

Marketing Communications & Operations Executive with 5+ years of experience across digital marketing, event management, business development, and operational coordination. Experienced in managing multi-channel marketing campaigns, Meta Ads, social media, CRM, large-scale events, vendor relationships, client outreach, and operational documentation. Proven ability to coordinate cross-functional activities, manage budgets, and deliver marketing and operational initiatives in fast-paced environments.

WORK EXPERIENCE

Operations Coordinator | Sagasso Ship Management LLC Jan 2026 - Jul 2026

- Contract Administration: Managed MLC 2006-compliant seafarer administration, employment contracts, and flag state certifications.
- Crew Logistics: Executed sign-on/sign-off operations, handling transit visas and port immigration clearances to prevent delays.
- Travel Management: Coordinated corporate flight ticketing, accommodations, and port transport while optimizing travel budgets.
- Database Maintenance: Updated real-time seafarer databases, medical records, and sea-time logs for strict audit readiness.
- Financial Handling: Administered and reconciled departmental petty cash for crew allowances and emergency vessel advances.

Business Development Executive | Immaculate Training Institute Jan 2025 - Dec 2025

- Conducted B2B lead generation and client outreach through outdoor sales, cold calls, and email communications using CRM software.
- Attended sales meetings and delivered presentations to corporate clients regarding training course offerings.
- Handled lead tracking, proposal drafting, negotiation support, and account onboarding.
- Conducted market research on local corporate training trends to assist the marketing team with field insights.

Marketing Communications Assistant Manager | Myanmar Event Management Company Jan 2024 - Dec 2024

- Planned and organized 30+ corporate, government, and public events, managing logistics, vendor selection, budgets, and on-site setups.
- Coordinated with internal teams, external partners, and venue managers for events hosting up to 100,000 attendees.
- Managed relationships with print suppliers, event caterers, and equipment providers, negotiating costs and service agreements.
- Oversaw brand promotion, media coverage, and promotional campaign schedules before and during events.
- Prepared post-event reports and budget reviews to evaluate performance and costs.

- Managed content calendars, copywriting, design briefs, and publishing schedules across 10+ social media channels.
- Set up and monitored Meta Ads campaigns, managed email campaigns via Mailchimp, maintained website content, and supported local marketing activations.
- Planned and allocated Meta Ads budgets across campaigns based on campaign objectives, audience performance, and marketing priorities.
- Organized 60+ educational events, workshops, and roadshows, supported student recruitment initiatives contributing to 800+ student enrollments annually.
- Procured promotional merchandise, audited material quality, and distributed branded items across regional roadshow locations.
- Maintained database records and performance reports using Odoo ERP, Notion, and MS Excel.

EDUCATION

- Master of Business Administration (In Progress)
- Bachelor of Arts (English)
- Bachelor of Tourism and Hospitality Management

CERTIFICATIONS

- Certificate in Advanced Digital Marketing
- Certificate in Digital Advertising
- Certificate in Google Data Analytics
- Certificate in Project Management and Risk Fundamentals

CORE COMPETENCIES AND TECHNICAL SKILLS

- Digital Marketing & Advertising: Meta Ads, Google Ads, SEO/SEM, Social Media Strategy, Copywriting, Lead Generation, Content Creation and Planning.
- Marketing Communications & Events: Brand Messaging, Event Coordination, PR & Media Handling, Promotional Campaign Planning.
- Procurement & Supplier Management: Vendor Sourcing, Supplier Contract Negotiation, Print & Collateral Procurement.
- Brand Activation & Marketing Operations: Event Collateral Distribution, Visual Brand Standards, Inventory Management.
- Operations & Administration: Seafarer/Crew Logistics, Travel Management, Petty Cash Reconciliation, Database Updates.
- Software & Tools: CMS, WordPress, Power BI, Meta Business Suite, Mailchimp, Zoho CRM, Odoo ERP, Canva, CapCut, MS Office Suite (Word, Excel, PowerPoint, Outlook)

ADDITIONAL INFORMATION

- Languages: Myanmar (Native), English (Professional)
- Nationality: Myanmar
- Date of Birth: 26 Dec 1999