AUNG PYAE HEIN

Assistant Manager

Business Development | Marketing Growth | Operations

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Burmese (Native) | English (Fluent)



EDUCATION

Master of Business Administration

Dual degree | 2025 - 2026
Asia Pacific University of Technology & Innovation (APU / APIIT)
De Montfort University

OTHM Diplomas

Business Management
RQF Levels 4, 5 & 6
2021 - 2024

ICM UK Single Subject Diploma

Project Management
2023 - 2024

Google Project Management

Professional certificate | 2024

SKILLS & TOOLS

Marketing & analytics

GA4, web acquisition, campaign and sales KPIs; social media, content, email outreach, customer acquisition and retention.

Commercial & research

Pricing, feasibility, competitor and customer research; SWOT, PESTLE, TAM-SAM-SOM; proposals and negotiation.

CRM & operations

HubSpot and Zoho CRM (basic), sales pipelines, ERP; suppliers, inventory, logistics and project reporting.

Digital systems

AI-assisted business systems, coding, prototyping and digital workflow design.

Design & office

Canva, Adobe Photoshop, pitch decks; PowerPoint, Word, Google Workspace; Excel and Sheets (market analysis, basic financial modelling).

PROFESSIONAL SUMMARY

MBA graduate with experience in business development, marketing growth and commercial operations across real estate, food and beverage, and distribution. Skilled in client and stakeholder coordination, commercial proposals, sales KPI reporting and ERP/CRM workflows. Seeking an Assistant Manager role focused on marketing growth, operations and digital process improvement.

PROFESSIONAL EXPERIENCE

Business Development & Project Operations Executive

Real Estate 7, Myanmar | Dec 2024 - Sep 2025

- Assessed real estate locations, demand, pricing and competitors to support commercial opportunity reviews.
- Supported client acquisition and prospect follow-ups through outreach and CRM records.
- Prepared feasibility inputs, commercial proposals and reports for investment reviews and management discussions.
- Coordinated project documents and communication with clients, partners and internal stakeholders during early planning.

Sales, Marketing & Growth Executive

Seven Zero Restaurant, Myanmar | Jan 2024 - Dec 2024

- Supported the restaurant launch and commercial growth through promotional campaigns, customer acquisition and sales activities.
- Coordinated customer and partner relationships, supplier discussions, pricing and commercial follow-ups.
- Worked across marketing and operations on promotions, customer experience and retention initiatives.
- Tracked sales KPIs, campaign performance and customer feedback to inform marketing and operational improvements.

Operations Intern (Commercial & Distribution Support)

BawGaWaDi Rice Distribution, Myanmar | Sep 2023 - Nov 2023

- Coordinated supplier communication, logistics and deliveries while supporting inventory tracking and distribution activities.
- Assisted with routine operational reporting and gained exposure to FMCG distribution and supply-chain coordination.