

Wintwah Win Thoung (Celine)

Global Communications Leader | Marketing Analytics |
Media Relations | Brand Storytelling | Digital Engagement

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PROFESSIONAL SUMMARY

Strategic Global Communications Leader with over 12 years of international experience across the United States, Europe and Southeast Asia. Skilled in developing and executing strategic, integrated communication initiatives that align with business goals, brand purpose and promote leadership visibility. Experienced in driving employee engagement through internal communications and elevating media presence through brand storytelling, thought leadership and public relations. Adept at managing social media strategy, executive messaging and analytics to measure and enhance communication effectiveness. Recognized for delivering clear, consistent and strategic narratives that connect people to purpose, uphold high standards of quality, confidentiality, and achieve measurable organizational impact.

PROFESSIONAL EXPERIENCE

Market Development Manager | AUTOSPACES – France / Thailand (Paris & Bangkok) | 2022–2024

- Led market-development and client-acquisition initiatives across Paris and Bangkok, building partnerships and expanding brand presence in new regions.
- Managed communication with potential clients and partners, strengthening engagement and alignment with business objectives.
- Directed go-to-market and partnership campaigns for B2B clients, increasing client visibility by 25%.
- Coordinated external communications and client proposals to ensure brand consistency and clear messaging.
- Oversaw proposal preparation, partnership documentation and contract coordination to support long-term business growth.

Senior Key Account Manager | MCIX (formerly MCI) – Burma | 2020–2022

- Recognized for leading award-winning regional campaigns and cross-market media partnerships that strengthened brand visibility across ASEAN.
- Led integrated communication and digital campaigns for global and regional brands including Pepsi Myanmar, L'Oréal, Grab Southeast Asia, Nestlé, Dai-ichi Insurance, EFI and CJ Food across ASEAN markets.
- Implemented a full-scale 360° campaign for CJ Food Myanmar, generating over 8 million impressions across digital and traditional media, achieving 4× sales growth and driving 400 k+ organic engagements through influencer-led storytelling and brand activations.
- Oversaw cross-channel campaigns (social media, OOH, digital activations) achieving 32% growth in engagement and 20% higher brand recall.
- Strengthened media relations through regional press outreach and storytelling that positioned executives as industry voices.
- Managed multi-market content across Facebook, YouTube and LinkedIn reaching 3 million+ users.
- Delivered analytics dashboards using Google Analytics, Tableau, and Hootsuite to improve decision speed by 25%.
- Contributed to campaigns recognized by the Asia Pacific Marketing Excellence Awards (2021) and Thailand Digital Ad Awards (2021).

Business Development Advisor | BONJOUR YANGON – Burma | 2019–2020

- Coordinated official meetings with embassy representatives and international partners for joint projects.
- Drafted proposals and presentations to support public-private partnership initiatives.
- Led external communication to enhance company visibility and trust.

Administrative Assistant | U.S. EMBASSY RANGOON – Burma | 2017–2019

- Planned and coordinated public auctions, events and community functions attended by diplomatic guests and local partners.
- Managed internal communication, event scheduling and official announcements under U.S. Department of State protocols.
- Managed payrolls, travel authorizations, claims, vouchers and expense tracking under federal compliance.

- Recognized for professionalism and strong cross-cultural communication skills.

Project Control, Logistics & Project Assistant | TotalEnergies SE (formerly TOTAL E&P MYANMAR) – Burma | 2014–2017

- Led a cost-optimization strategy for the LCP-Badamyar Project that saved nearly €2 million within two years through strategic project control, logistics planning and vendor coordination.
- Developed logistics and cost-control frameworks that were later adopted by TotalEnergies La Défense Paris Headquarters, reducing operational time and expenses across multiple regions.
- Coordinated scheduling, cost tracking and procurement communication between teams and contractors to ensure efficiency and compliance.
- Prepared project reports and documentation for leadership and audit reviews.

Executive Assistant to the Chairman | EZY TRADING – Burma | 2013–2014

- Served as the primary coordination point between the Chairman and departments, ensuring smooth communication and operational continuity.
- Oversaw project documentation, approvals and reporting across multiple divisions.
- Directed internal communication and inter-departmental follow-ups to ensure timely execution of initiatives.
- Managed scheduling, partner correspondence and leadership communication on behalf of executive leadership.

OTHER PROJECTS

Stukent Simternship| Digital Marketing Analytics Simulation | California State University, East Bay | Oct 2024 – Dec 2024

- Managed a \$20K marketing budget and optimized allocation to improve ROI.
- Analyzed campaign performance data using tools such as Google Analytics and Excel to evaluate spend efficiency and audience engagement.
- Reported KPIs and insights to refine targeting and communication efficiency.

HubSpot Analytics Project | California State University, East Bay | 2024

- Analyzed multi-channel campaign data using HubSpot and Google Analytics to identify audience trends.
- Developed content and social engagement insights to optimize communication touchpoints.

EDUCATION

- Master of Science, Marketing Analytics (4.0 GPA) | California State University, East Bay | Expected Dec 2025
- Master 1, International Management | IPAG Business School, Paris
- Bachelor of Arts (English) | Dagon University, Burma
- Diplôme d'Études en Langue Française (DELF)
- Certificate of Accounting, LCCI (London Chamber of Commerce & Industry)
- Certificate of Google Analytics Certification (GA4), Google
- Certificate of AI Infrastructure and Operations Fundamentals, NVIDIA

TECHNICAL & COMMUNICATION SKILLS

Strategic Communications, Internal & External Messaging, Media Relations, Brand Storytelling, Digital Strategy, Leadership Communication, Social Media Management, Analytics, Stakeholder Relations, Campaign Reporting, Excel, SQL, Tableau, Google Analytics 4, Looker Studio, SPSS, SEMrush, Moz, Google Ads, Google Trends, Google Search Console, Hootsuite, Salesforce, Asana, HubSpot, Microsoft Office, Google Workspace, Adobe Creative Suite, Figma, Canva, SAP, CRM, Teams, Slack.

SOFT SKILLS

Strategic thinking, cross-cultural communication, leadership and team collaboration, analytical mindset, detail-oriented, proactive, collaborative team player, adaptable, problem-solver, strong communicator, highly organized, continuous and eager learner, emotionally intelligent, creative and innovative, confident in presentation and public speaking, thrives in fast-paced and high-pressure environments, presents actionable insights to leadership, upholds high standards and delivers high-quality work, consistently delivers results that exceed expectations and drive organizational success.