

MYAT MIN SOE (Matthew)

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ABOUT ME

I am an aspiring communication professional with an agency background, specializing in CPG brands. I am passionate about purposeful storytelling, building connections, and constantly challenging myself to continue learning and growing out of my comfort zone.

TALENTS & SKILLS

- Project management
- Crisis communication
- Excellent writing and speaking skills
- Microsoft, Adobe Creative Suite, Google Workspace, and Canva

EDUCATION

DEPAUL UNIVERSITY

Master of Arts

Public Relations and Advertising
September 2021 - June 2023

TECHNOLOGICAL UNIVERSITY (THANLYIN)

Bachelor of Engineering

Petroleum Engineering
Completed February 2016

REFERENCES

Ron Culp

rculp2@depaul.edu

Professional in Residence
DePaul University | College of Communication

Dr. Sydney Dillard

sdillar2@depaul.edu

Academic Graduate Director
DePaul University | College of Communication

Prem Prapa

premprapa@mandalayadvertising.com

Group Business Director
Mandalay Communications Group

CAREER SUMMARY

DEPAUL UNIVERSITY

Graduate Assistant | September 2021 - Present

- Prepared the **PRWeek Outstanding Education Program Award** application submission for 2022 (Winner) and 2023 (Finalist, Honorable Mention) by fitting together puzzle pieces of information from faculty, alumni, the admissions team, students, and industry professionals.
- Organically increased 19% LinkedIn connections and 16% Twitter followers for the PRAD program by developing, executing, and adapting a social media action plan.
 - Content creation (graphics and videos) and copywriting to build and extend social media outreach.
- Organized in-person return of the "PRAD Graduate Portfolio Showcase Event" for 2022 and continued the event's momentum in 2023 with a fellow graduate assistant by liaising with program directors, faculty, students, and vendors.

CRYSTAL CLEAR COMMUNICATIONS

Freelance PR Assistant | March 2023 - Present

- Prepared PR coverage reports for various Fintech clients, utilizing Cision, Brandwatch, and independent coverage.

MANDALAY ADVERTISING

Account Supervisor | October 2018 - August 2021

Clients: L'Oréal Paris, Maybelline New York, Garnier, Yara Fertilizers, + more

- Became a confidant for clients by developing a media strategy for FY 2019, 2020, and 2021 with the results:
 - 40% increase YOY KPI for Traditional media (TV, Radio, OOH)
 - Over 250MM+ impressions in Digital media.
 - Integrated collaborations with global IP programs: Myanmar Idol (Fremantle Media), The Voice Myanmar (ITV Studios), and Masterchef Myanmar (Optomen Productions).
- Led media strategy division to support the new business development team.
- Spearheaded crisis response team during the military coup d'etat in February 2021.
 - Six months of daily house-cleaning client calls for ongoing risk assessment.
 - Communicating back and forth between stakeholders and crafting communication messages to de-escalate political tension for clients.

Account Executive | July 2018 - October 2018

Clients: Krispy Kreme, The Central Sweets, Canon, + more

- Developed media lists, and drafted and pitched customized stories that made media contacts nod and clients smile.
 - Securing media placement with all top 10 national outlets.
- Played an integral role in the launch of Krispy Kreme in Burma.
 - Executed four launch events and one roadshow in a seven-week period.
 - Managed influencer campaigns and built tolerance.
- Project management support through dexterous reporting, billing, contract preparation, and meeting schedules.

WILMAR INTERNATIONAL CO., LTD

Management Trainee | June 2017 - May 2018

- Acquainted with different departmental functions across the rotational program (Marketing, Sales, Supply Chain, and Finance).
 - Prepared supporting documentation for monthly meetings.
 - Participated and presented learnings in the departmental workshops.

AWARDS & ACCOMPLISHMENTS

DePaul University College of Communication Scholarship

New Admission Scholarship (Fall 2021)

College of Communication Merit Scholarship (Fall 2022)

PR and Advertising Program Merit Scholarship (Winter 2022, Spring 2023)

US-ASEAN Business Council Institute (USABCI) Myanmar Scholarship

Recipient of the inaugural USABCI-Myanmar Scholarship | Fall 2022

The 43rd Ship for Southeast Asian and Japanese Youth Program

Youth Ambassador for Myanmar | Tokyo, Japan | October 2016