



AYE CAN MYAT PHYOE

Brand & Trade Marketing Strategist

“Shaping brands with purpose, creativity, and consumer-first strategy.”



ABOUT ME

Passionate Brand and Trade Marketing Specialist with over 8 years of experience leading premium FMCG brands across Southeast Asia, and brand communications for Higher Education in the Middle East. Quick to adapt, learn, and energize cross-functional teams, with expertise in brand strategy, channel development, and trade marketing execution. Driven by building brand equity and delivering growth in dynamic, multicultural markets.

MY ROLE



MY PORTFOLIO



Brands I've Managed - 8 Years of Hands-On Experience

Hands-on experience across global brands including Heineken, Tiger, ABC, Chivas, Ballantine's, Absolut, Royal Salute, Jameson, and Martell, plus local brand Grand Royal Special Reserve — and brand communications leadership for Manipal University (MAHE Dubai). This mix has sharpened my brand strategy, trade marketing, and cross-functional teamwork across FMCG and education

My Marketer Journey



FEATURED | MARKETING | THE WORK
posted on Apr. 28, 2026 at 11:49 am

MAHE Dubai's film campaign signals a shift in how education institutions market themselves

Hiba Faisal

Manipal Academy of Higher Education Dubai's latest campaign moves beyond rankings and credentials, focusing instead on belonging, identity and student experience in a crowded education market.



As competition intensifies in the UAE's higher education sector, universities are rethinking how they present themselves to prospective students. Where rankings, facilities and programme breadth once dominated the conversation, a new wave of marketing is leaning into identity, belonging and personal transformation.

That shift is reflected in a recent brand film from Manipal Academy of Higher Education (MAHE) Dubai. Titled *Break Boundaries. Belong. Begin.*, the campaign moves beyond qualification-led messaging to position the university experience as a catalyst for confidence, connection and growth.

Break Boundaries. Belong. Begin.

The mandate was for the film to fundamentally rethink how higher education brands in the UAE and Manipal Academy of Higher Education (MAHE) Dubai in particular show up in a crowded, credentials-driven marketplace.

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Private View by Publicis Middle East's Anton Marais



AIU's advocacy-led guidebook for destination development



Destination marketing - share the soul, not only the skyline



Private View by Engel & Völkers' Diana Džaka Bič



How communities are shaping the future of sports marketing

- Advertisement -

LATEST ISSUE

MY ACHIEVEMENTS

Project 1: School is Memory Campaign

End-to-End Strategy to Execution —

"School is Memory" Campaign

- Led the repositioning of MAHE Dubai from a functional university to an emotionally resonant brand through the "School is Memory" campaign — owning strategy from concept through full execution.
- Developed the campaign narrative and strategy, identifying a unique selling point for each of the university's 6 schools to anchor individual brand stories.
- Directed end-to-end production of the TVC and campaign assets for each school, translating strategy into a cohesive multi-school creative rollout.
- Led launch across both organic social and paid channels, driving reach and engagement nationwide.
- Campaign was recognized by Campaign Middle East as a standout, effective repositioning campaign in the region.

Campaign VDO Link: <https://www.youtube.com/watch?v=1p51sVY99r4>



MY ACHIEVEMENTS

Project 2: Nexora AI Lab Press Event

A Press Event with 20+ Media Outlets

Successfully launched the NEXORA AI Lab through a high-profile press event, organically attracting 20+ media organizations and securing 70+ pieces of press coverage.

- Led end-to-end press event setup and media management, shaping the narrative to position the AI Lab as a significant institutional milestone.
- Secured and hosted a globally recognized guest speaker, Rajeev Suri (former CEO, Nokia), elevating the event's credibility and media draw.
- Built strong organic media interest without paid promotion, driving significant brand awareness and share of voice for the launch.



MY ACHIEVEMENTS

Project 3: Podcast Launch

Beyond Boundaries: Leadership Podcast Series

Conceptualized and launched MAHE Dubai's first-ever top-level podcast series, successfully rolling out Season 1 through the university's YouTube channel.

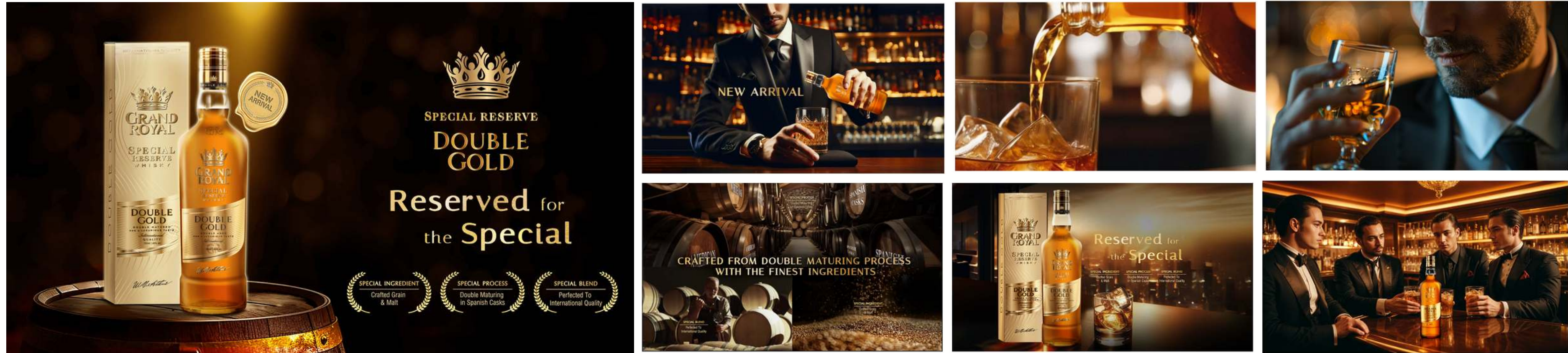
- Built the series as a strategic brand platform, featuring university leadership and industry experts to build institutional thought leadership and brand authority.
- Now developing Season 2: Alumni Diaries, a new format centered on alumni stories to drive engagement and earn positive sentiment among a younger audience.

YT Link:

<https://www.youtube.com/@ManipalDubai/podcasts>

MY ACHIEVEMENTS

Project 4: Grand Royal Premium Whisky Innovation



- **Led the GTM launch** of Grand Royal Double Gold, a \$15+ premium SKU, inspired by consumer insights and global spirits trends.
- Drove the full NPD process — from **1L SKU concept, packaging, and P&L modeling** to campaign storytelling and asset production.
- Delivered **100% pre-launch readiness 2 weeks** ahead of schedule by leading a 5-function taskforce across R&D, Supply Chain, Sales, and Finance.

MY ACHIEVEMENTS

Project 5: Grand Royal Sherry Cask SKU extension and Packaging Revamp



- Led the **full packaging redesign** of Grand Royal Special Reserve, from creative direction to comms planning, to modernize the brand and appeal to younger consumers. Recently launched with strong trade response and projected to boost brand relevance and sales.



- Launched 350ml & 175ml SKUs of Grand Royal Sherry Cask, targeting demand for accessible formats. **Achieved 20% volume growth in Q1**, expanding reach in convenience and impulse channels.

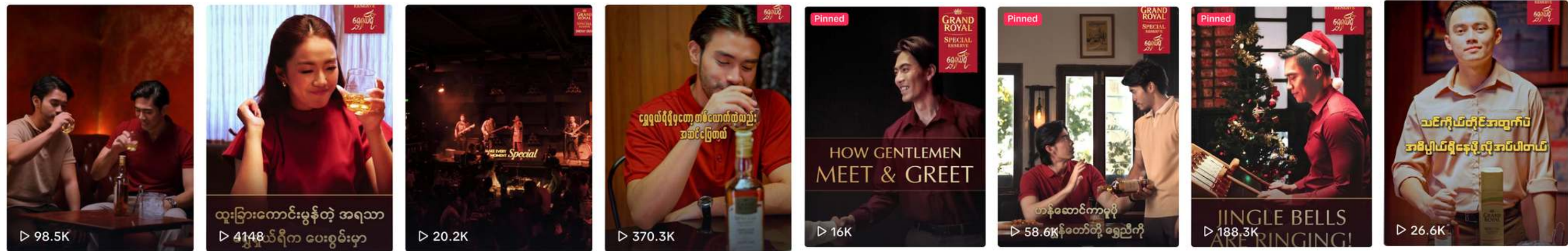
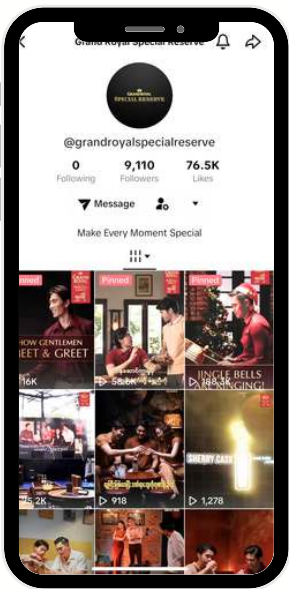
MY ACHIEVEMENTS

Project 6: Grand Royal SR Campaign Launch and New media strategy



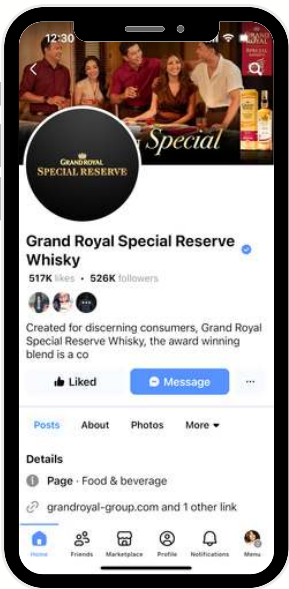
TikTok Channel Launch

Launched the brand’s TikTok channel with creative content—achieving an organic reach of 10M and gaining 9K+ followers within just 3 months. In response to Facebook VPN limitations and shrinking audience reach, quickly pivoted to TikTok as a strategic move



“Make Every Moment Special” Campaign

Successfully launched an occasion-based influencer campaign to drive consumption frequency. Campaign’s KV and video were rolled out across digital platforms, achieving over 1.2M impressions, 250K+ video views, and engagement rate of 4.8%,



MY ACHIEVEMENTS

Project 7: Chivas Luxurious Match Night Event Roll Out



Chivas x Manchester United - Luxury Match Experience

Brought Chivas' luxury positioning to life through a nationwide campaign with Manchester United, delivering Myanmar's most premium football viewing experience to date.

What We Did

- Ran the **largest consumer promo of the year**, awarding 20+ 5-star staycations and access to an exclusive Chivas x Man U match-viewing event.
- Partnered with top **Man United** fan communities to create authentic, shareable content that resonated with loyal supporters.
- Rolled out across TV, OOH, digital, KOLs, in-store and on-ground, generating **3.5M+ impressions, 600K+ video views, and a 5.2% average engagement rate**.

My Role

Owned the campaign from **ideation to execution**. Led agency management, creative direction, and production oversight. Successfully delivered a match night experience that elevated brand prestige and drove double-digit uplift in brand engagement and visibility during campaign period.

MY ACHIEVEMENTS

Project 8: Chivas World Cup Campaign Launch



Chivas "Raise the Game" - World Cup Campaign

Activated Chivas' global FIFA campaign in Myanmar, connecting with the Hustle Generation during peak World Cup excitement through bold, localized execution.

What We Did

- Launched a high-performing **"Golden Boot"** promotion, driving a **15% increase in on-trade sales** and boosting in-store conversion during the tournament period.
- Partnered with **10+ lifestyle KOLs, generating 1.8M+ impressions** and strong engagement among Gen Z and millennial consumers.
- Hosted a premium World Cup Final viewing event with **500+ attendees**, amplifying Chivas' premium positioning and creating memorable, shareable moments.



My Role

Owned the campaign from strategy to execution. Balanced global brand consistency with local cultural relevance, managed agencies and partners, and delivered measurable impact across visibility, engagement, and sales.

MY ACHIEVEMENTS

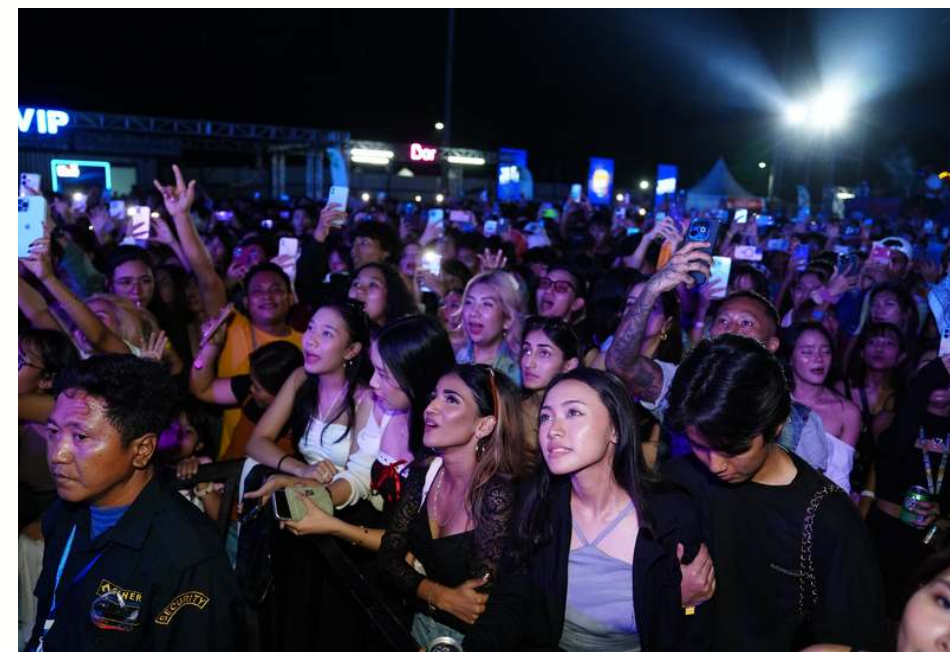
Project 9: Chivas LISA Campaign “IRISE WERISE”



- Led the Chivas x LISA #IRiseWeRise campaign activation at Yangon’s top premium bar, bringing the global brand message to life with immersive experiences and KOL-driven engagement. The event attracted **1,200+ attendees, delivered 1,500+ samples, and drove a 12% uplift** in sales at the activation site, while generating 250K+ digital impressions.

MY ACHIEVEMENTS

Project 10: Jasper Music Platform



Jasper Music Campaign - Multi-Experience Consumer Engagement

Built a youth-focused engagement platform for Jasper by collaborating with top Myanmar hip-hop artists to launch a **branded theme song** and headline a **1,500+ pax music festival**. Blended music with **fashion, sports, and gaming zones** to create a dynamic lifestyle experience, generating 500K+ social impressions and boosting brand relevance among Gen Z audiences.

MY ACHIEVEMENTS

Project 11: Tiger Global Campaign roll out in MYANMAR

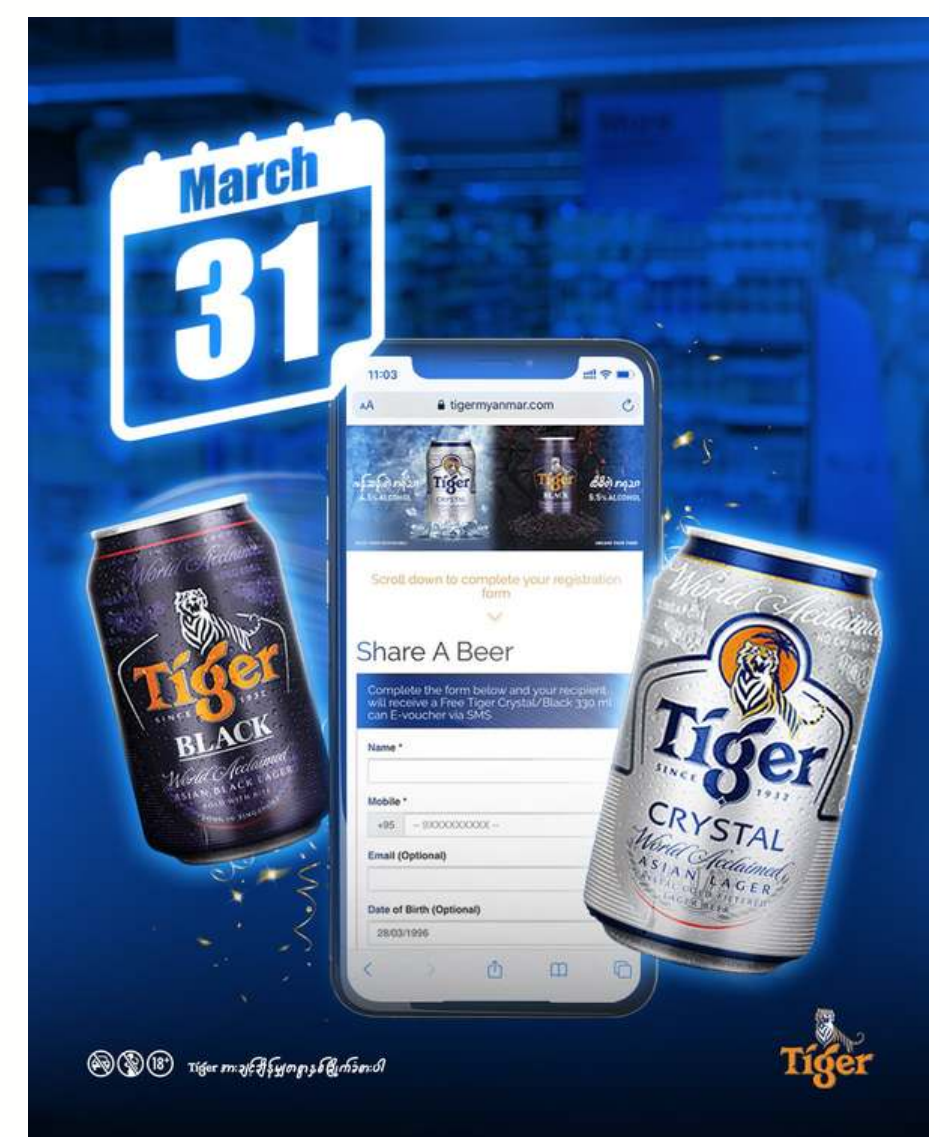
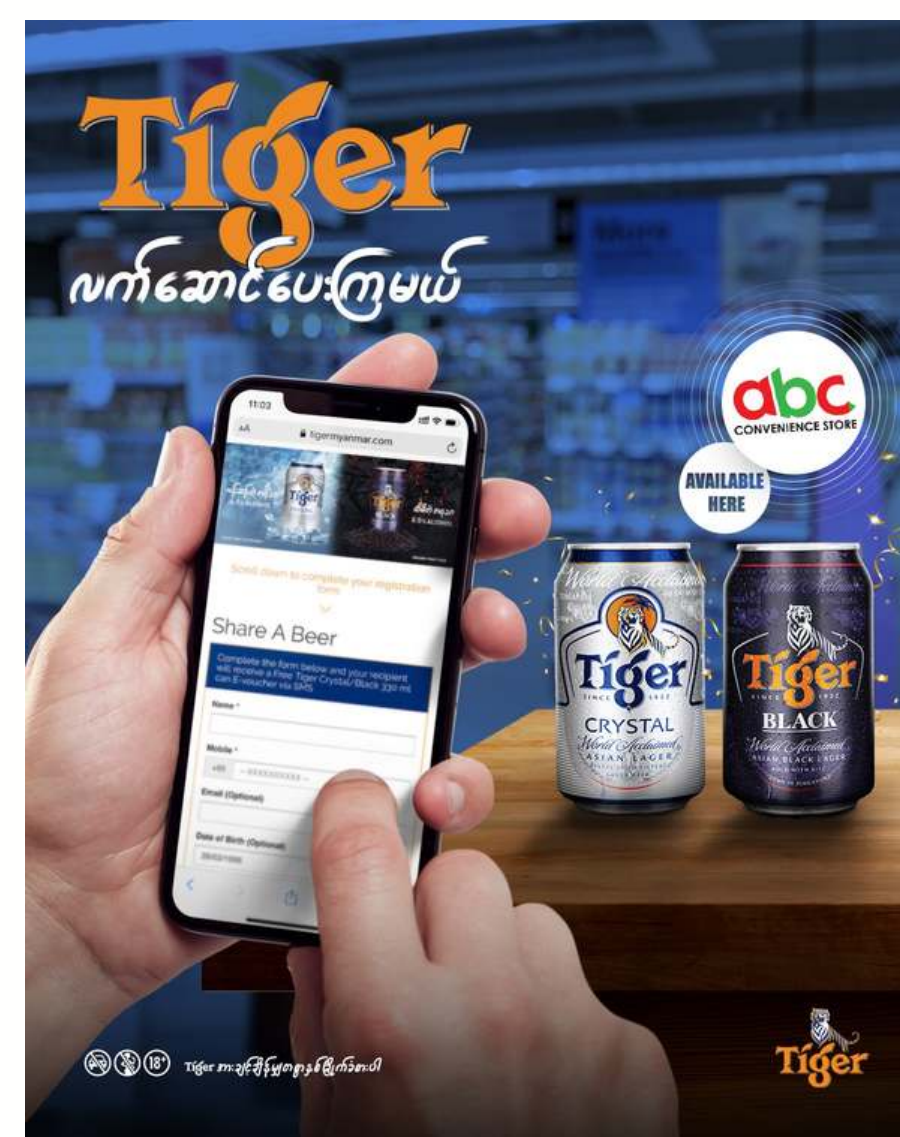
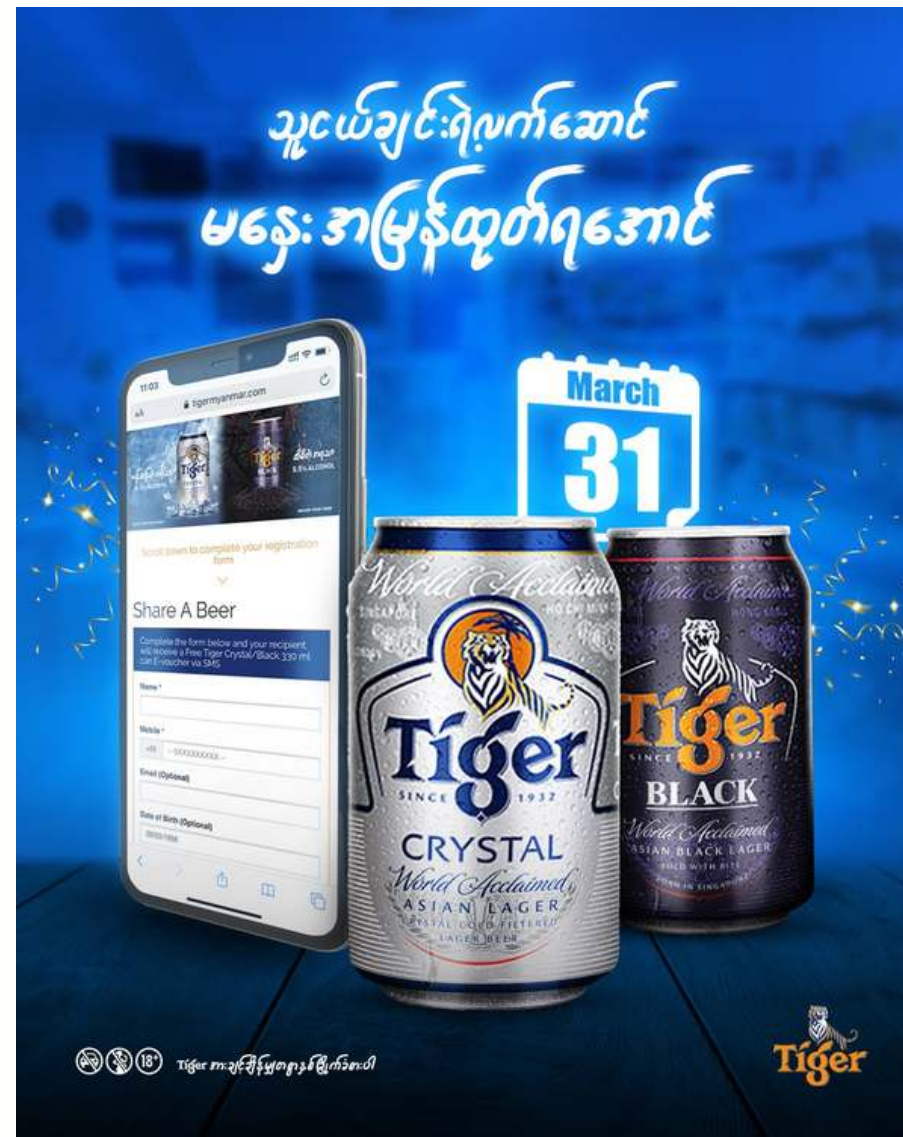
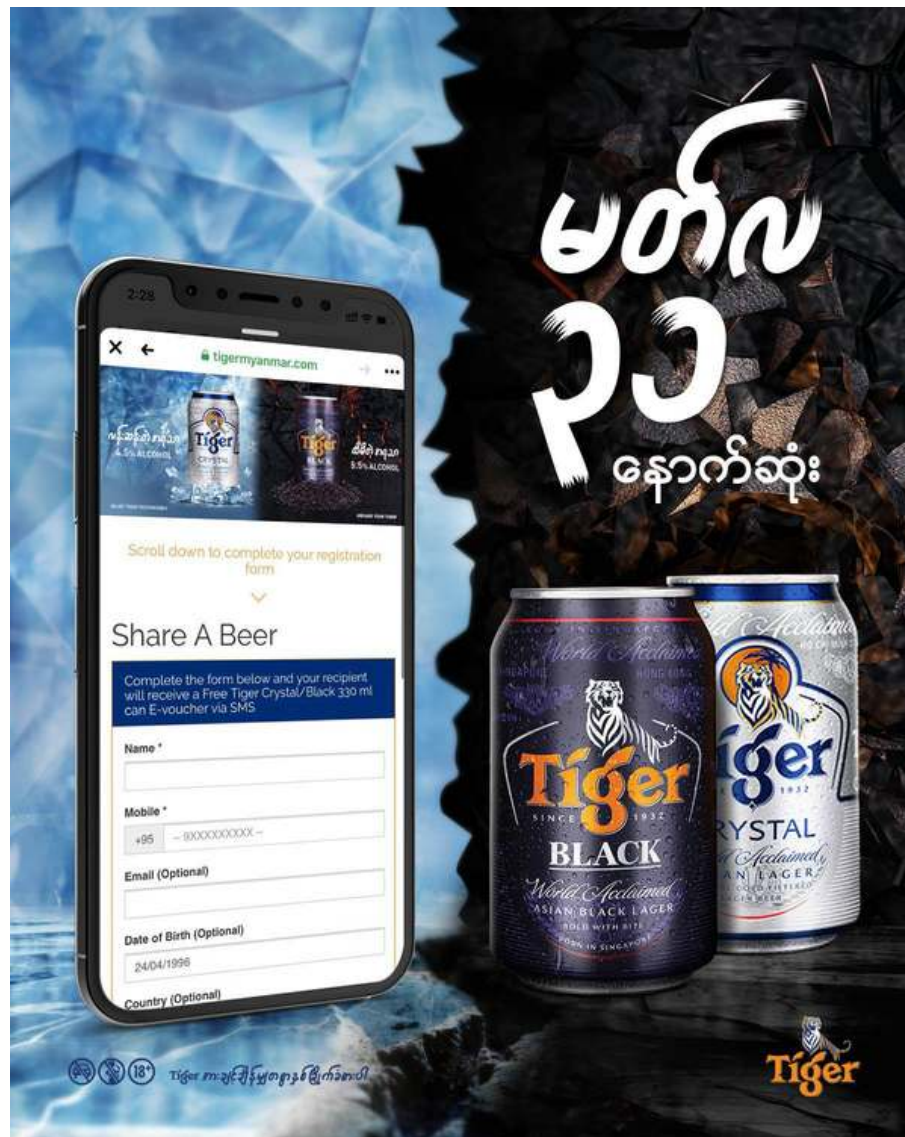


Tiger Street Football - National Campaign with Rio Ferdinand

My first and biggest campaign to date — led the Tiger Street Football campaign, which became one of **Myanmar's most viral and successful brand activations**. The campaign generated massive buzz with over 30M+ reach, strong media and PR traction, and high engagement across platforms. Football legend Rio Ferdinand's appearance at the Final Night was a major highlight, drawing 15,000+ live attendees and turning the event into a high-energy fusion of sport, entertainment, and brand experience, **Sale Conversion 30%**. A proud moment that set the benchmark for impactful, culturally resonant campaigns.

MY ACHIEVEMENTS

Project 12: Tiger Digital Sampling



First-Ever Digital Sampling in Myanmar – Tiger Crystal & Tiger Black

- Pioneered Myanmar's first digital sampling campaign to drive trial for new SKUs, Tiger Crystal and Tiger Black. Replaced traditional on-ground sampling with a targeted digital approach as a pilot — resulting in 100% sample redemption, high consumer engagement, and a scalable new model for product trial.

MY ACHIEVEMENTS

Project 13: Jasper Modern Trade Promo and Activations



- I led the strategy and execution of Jasper Energy Drink's modern trade campaign to boost sales and enhance brand premiumness.
- I developed promo mechanics like "Buy 4 Get T-shirt", "Buy 6 Save 1500Ks", and "Buy & Win a Car", and created standout POSM for in-store visibility.
- Activated across all modern trade channels with digital support, the campaign delivered a 20% sales uplift in just 3 weeks and strong redemption results.



THANK YOU



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