

Portfolio

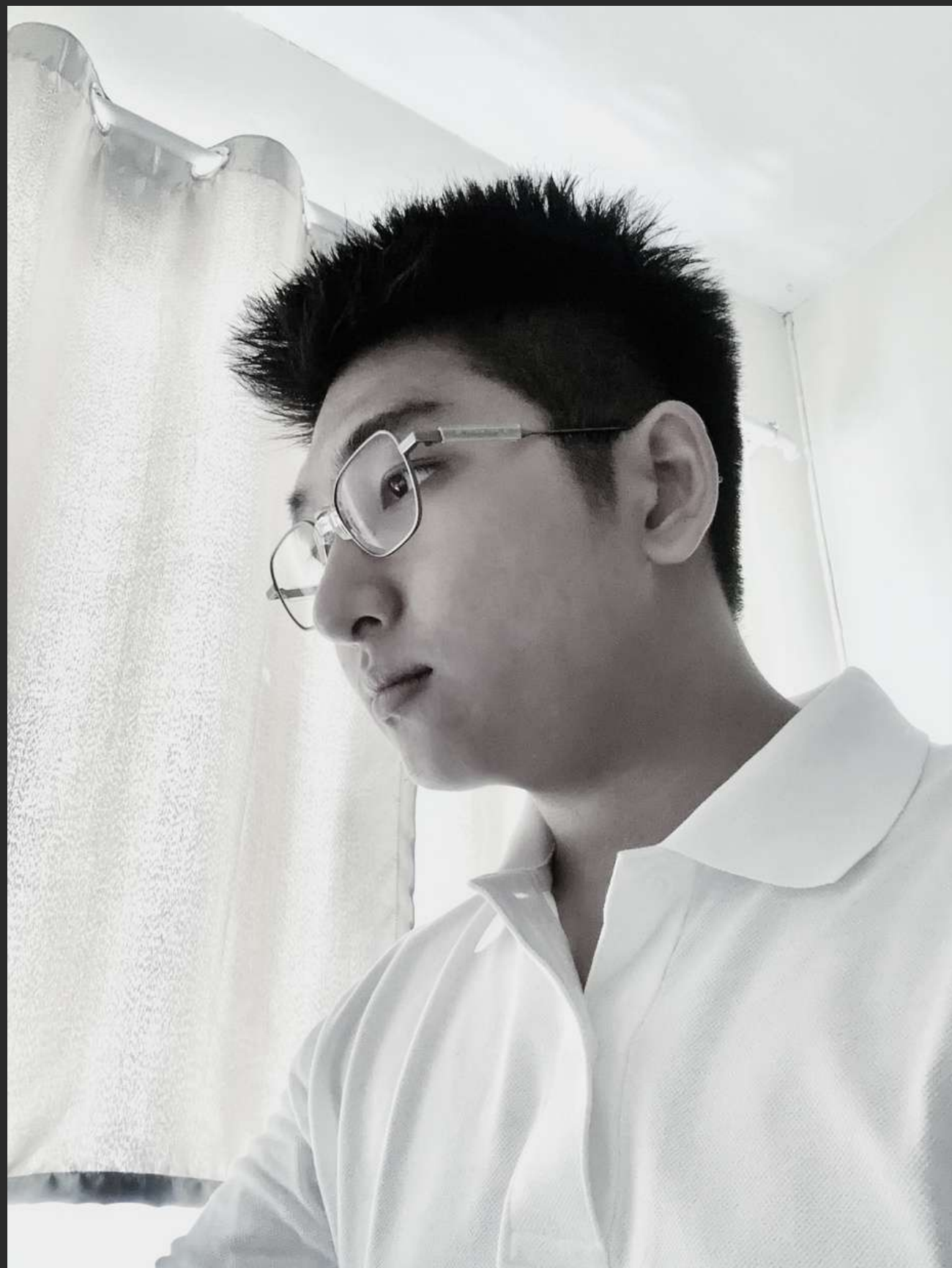
Marketing | Branding | Digital Marketing

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khine®



About Me!

My name is Kaung Thant Khine, also known as Maverick, and I'm a digital marketing professional with over 7 years of hands-on experience. Over the years, I've had the privilege of working with global brands like Gentle Monster, Red Bull Myanmar, CGTN, and Daraz Myanmar, alongside local businesses such as MIRadio and HOG Esports. I graduated with Bachelor in English at University of Dagon (Myanmar), and Master in Business Administration and Management at Singapore Business School.

In my career, I've worked as the Head of Digital Media at HOG Esports and the Social Media & Brand Marketing Manager at Shop App MM, and Marketing Manager at Monnect Group.

I am certified by Facebook, Google, and Apple, I specialize in crafting advanced digital strategies, managing social media, and driving impactful results through data-driven campaigns. My focus is always on building sustainable growth for the brands I work with. My work has consistently delivered significant boosts in brand recognition, social media engagement, and return on investment. Whether I'm collaborating with influencers, managing content, or optimizing social media strategies, my goal is to help businesses elevate their digital presence and achieve long-term success.

My Education

Bachelor of Arts in English Specialization
(University of Dagon) (2018 - 2022)

Master of Business Administration
(Singapore Business School) (2022 - 2024)

Professional Executive Diploma in Business
Administration & Management
(Lincoln University College) (2022 - 2023)

Professional Executive Diploma in
Digital Marketing Management
(Lincoln University College) (2020 - 2021)

Certifications

Meta Certified Digital Marketing Associate
Meta Inc.

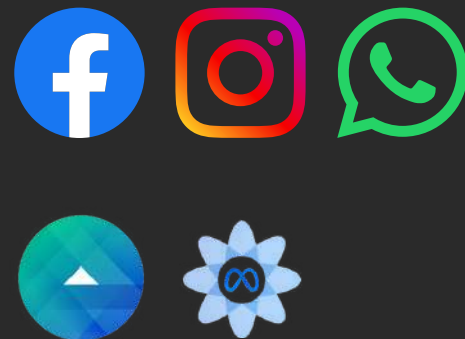
Apple Search Ads
Apple Inc.

Google Search Ads
Google Inc.

Google Display Ads
Google Inc.

Digital Skills & Tools

Meta Products



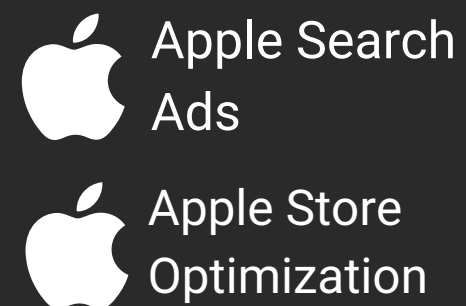
Google Products



TikTok Products



Apple Products



Website Optimization



Third Party Knowledge



My Career Journeys

Head of Digital Media

HOG Esports

(Jan 2024 - Sep 2024)

Social Media & Brand Marketing Manager

Daraz Myanmar

(Mar 2023 - Dec 2023)

Marketing Manager

Monnect Group

(Jan 2020 - Feb 2023)

Digital Marketing Executive

FXTM Myanmar

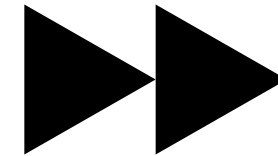
(Dec 2017 - Dec 2019)

Business Consultant

NFX Myanmar

(May 2017 - Nov 2017)

My Projects



Gentle Monster x COPERNI 5G Futuristic Eyewears Campaign

In 2022, I had the privilege of leading a significant project in collaboration with Gentle Monster and Parisian film director Alexandre Silbestein, a global eyewear brand, and COPERNI CHASE, known for its cutting-edge fashion.

Mission

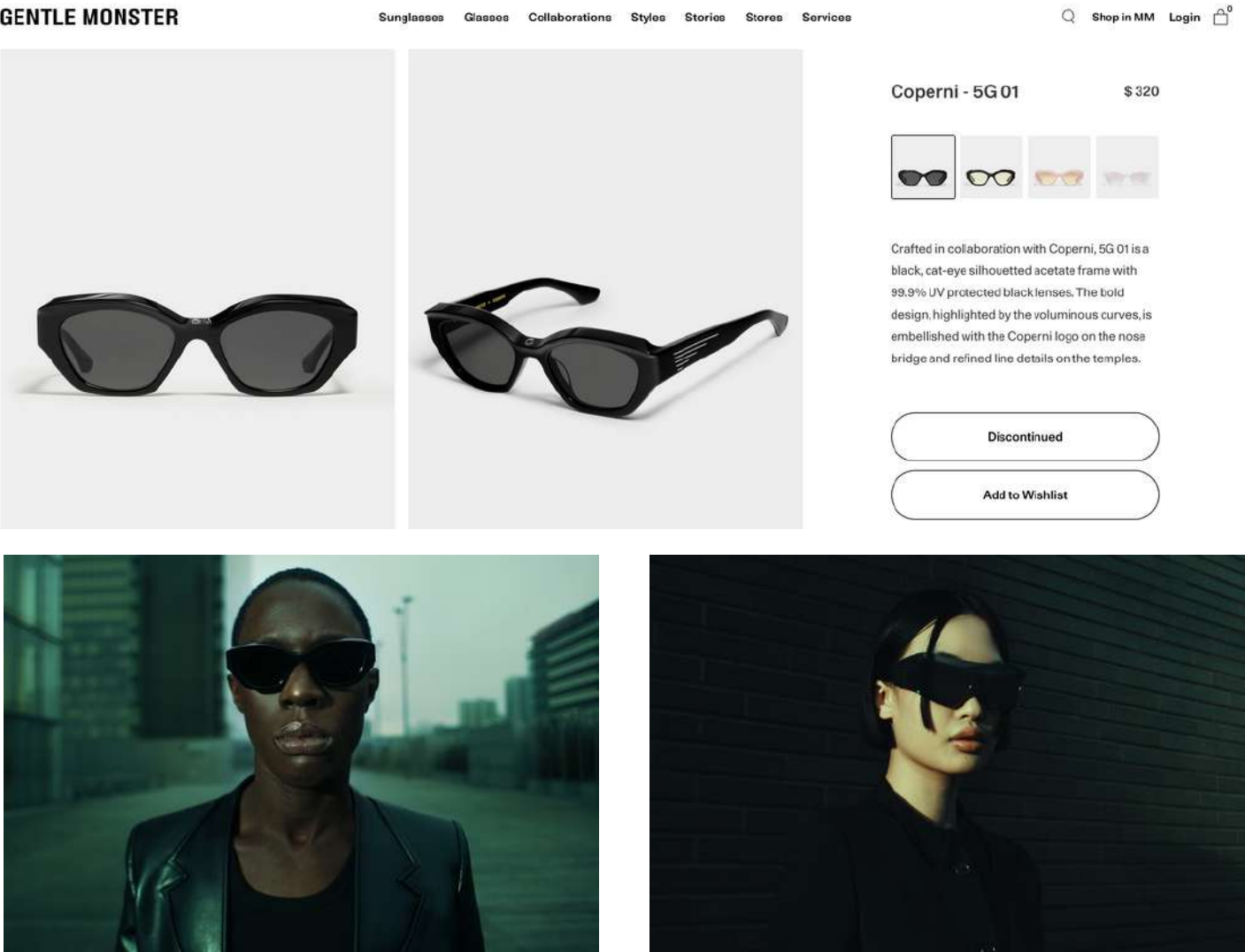
Our mission was to launch a campaign for their innovative 5G futuristic eyewear collection.

Concept of Campaign

We envisioned a campaign inspired by the iconic movie "The Matrix" to resonate with the futuristic theme of the eyewear collection. Our efforts paid off, leading to improved sales of the 5G futuristic eyewear collection. The campaign was a success, and you can view the branding video we created via the following link: [GENTLE MONSTER x COPERNI Campaign Video](#).

Role of the Project

I participated as a one of the key project leaders, and I was aspect of digital marketing side. I successfully collaborated with Parisian film director Alexandre Sibestein for the key visualizations to shoot the product launch. And, I optimized Gentle Monster’s website and for keywords optimization, create the Google Ads plan to get more awareness of new eyewears collection.



UNI League App x KBZ Bank

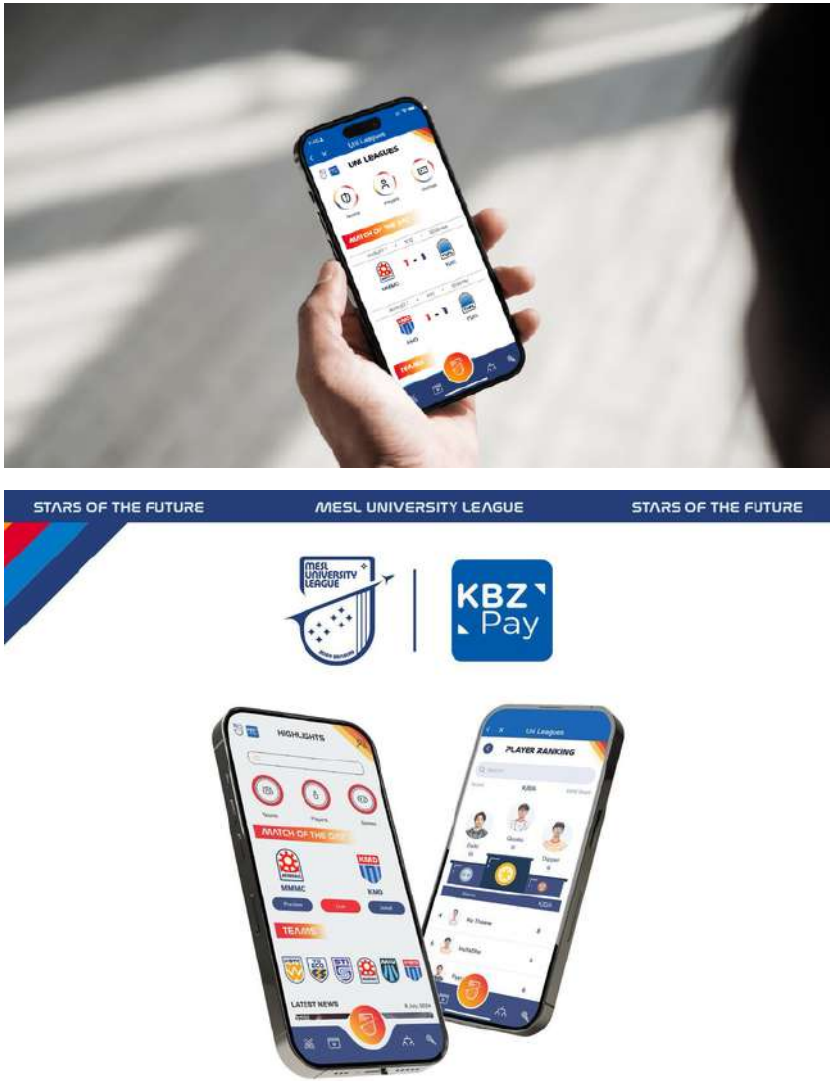
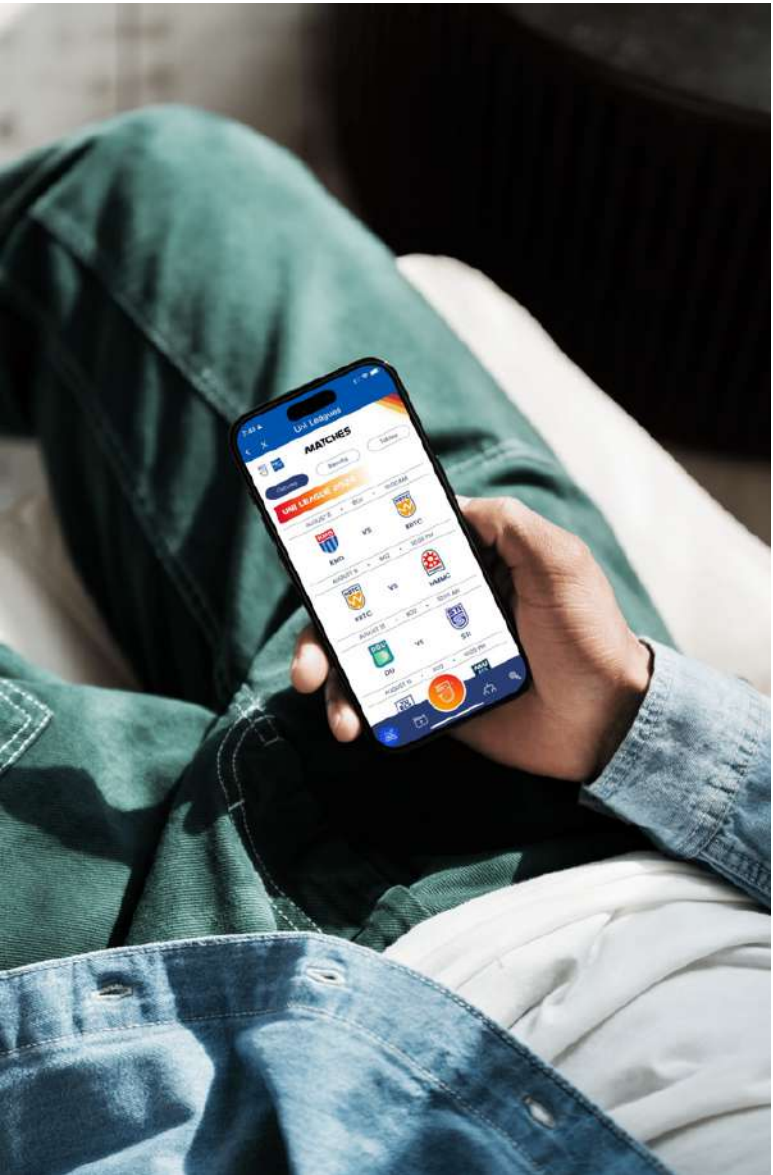
The "Uni League app x KBZ Pay," an innovative solution designed to provide the best and most authentic information related to the Uni League. This app seamlessly integrates with KBZ Pay to offer a streamlined and user-friendly experience for university students and esports enthusiasts in Myanmar.

Project Highlights

- Concept and Idea Creation: I developed the idea and concept for the Uni League app, aiming to enhance the accessibility and quality of information regarding the Uni League tournaments, teams, and players.
- Authentic Information: The app ensures that users receive accurate and up-to-date information about the Uni League, including match schedules, live scores, player stats, and team rankings.
- Seamless Integration with KBZ Pay: By integrating with KBZ Pay, the app provides secure and convenient payment solutions for purchasing tickets, merchandise, and other related services, enhancing the overall user experience.
- User-Centric Design: The app is designed with the user in mind, featuring an intuitive interface that makes it easy for users to navigate and find the information they need quickly.

Impact

The "Uni League app x KBZ Pay" project aims to revolutionize the way university students and esports fans interact with and consume information about the Uni League. By providing a reliable source of information and a convenient payment platform, the app enhances the overall experience and engagement within the esports community.



MAU	Unique App Seach	DAU
70M	1.7M	3 M

Let's Play Arena Carnival Event

ATOM organized the Let's Play Arena Carnival (LPAC) to offer an immersive experience for esports enthusiasts and fans of various entertainment categories. As the Head of Digital Media at HOG Esports, the official event organizer for ATOM, I spearheaded the digital media campaign to maximize event visibility and engagement.

Project Highlights

Drive awareness and engagement for the LPAC event through targeted digital media strategies. Boost the LPAC Facebook page’s followers, reach, and impressions. Enhance the visibility of the LPAC website and improve its search engine ranking. Generate audience acquisition for lead generation campaigns.

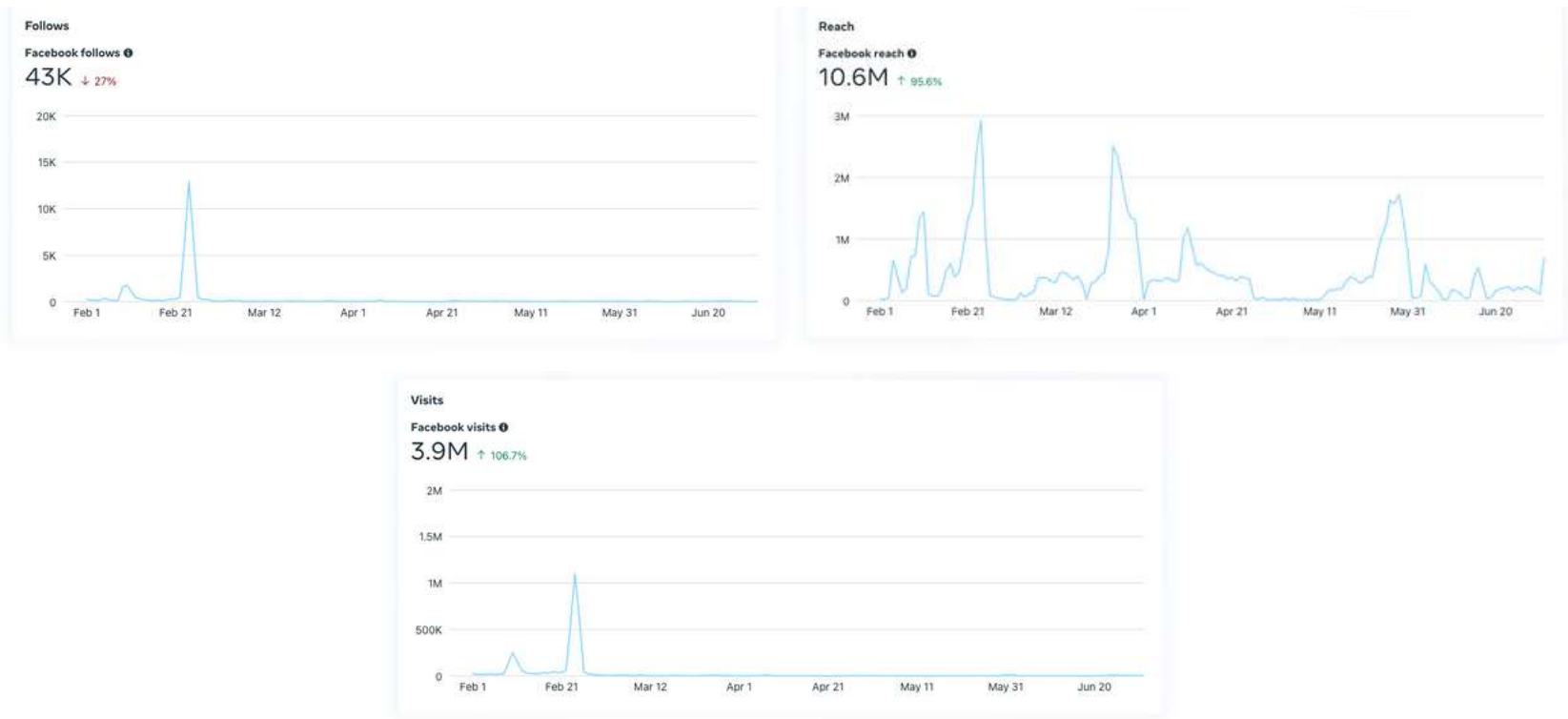
Role of the Project

- Digital Media Leadership: Led the digital and content teams at HOG Esports to create engagement-driven content for the LPAC Facebook page. Collaborated closely with Ma Su Mon, CMO of HOG Esports, to optimize the LPAC website's visibility and develop effective keywords for Google Display Network (GDN) campaigns.
- Social Media Campaign: Curated and published content tailored to attract esports enthusiasts, resulting in significant increases in followers, reach, and impressions on the LPAC Facebook page.
- Search Engine Optimization (SEO): Focused on enhancing the LPAC website's ranking through targeted keywords and optimizing content for search engines.

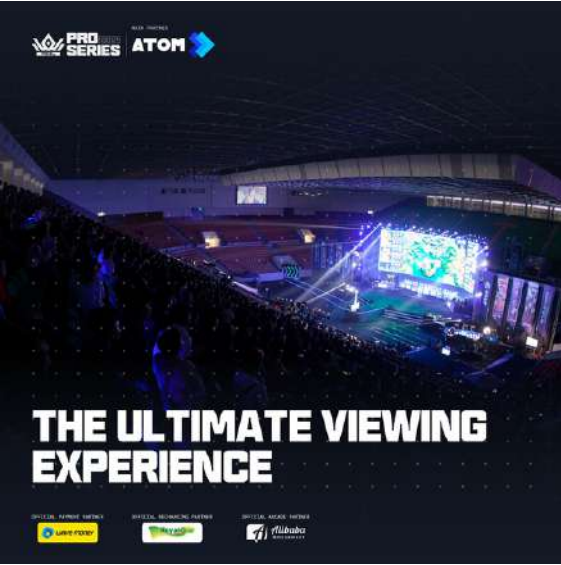
Results

- Achieved over 90,000 new followers, 40 million+ reach, and 55 million+ impressions on Facebook within two months.
 - Successfully drove over 3,000 audience acquisitions through lead generation campaigns.

FB Page Statistics During Event



Myanmar Esports League By Myanmar Esports Federation



About Project & Mission

Myanmar Esports League (MESL) Pro Series event was organized by Myanmar Esports Federation (MESF), which is flagship esports event in Myanmar esports industry, to be qualified to compete at Esports World Cup. In this event, multiple esports games such as MLBB, HOK, Valorant, E-Football, and so on, and 331 teams are registered to be a national esports player for Myanmar.

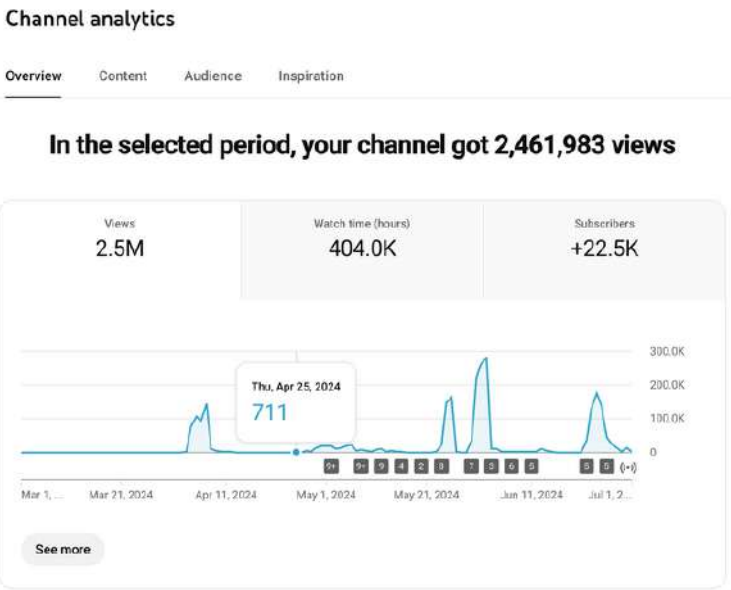
Role of the Project

For this Myanmar Esports League Pro Series event, I portrayed as a head of digital media, and implement digital media strategies, design the social theme of MESL, and curate engagement driven contents for it.

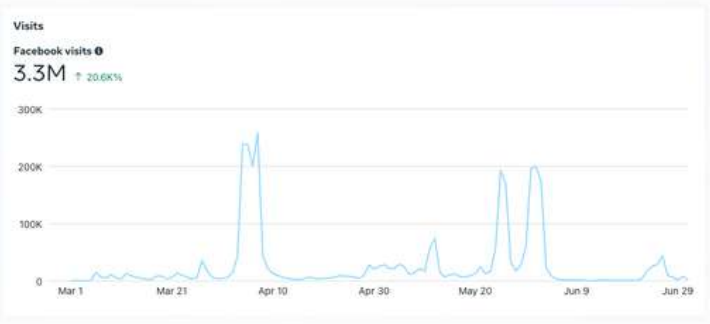
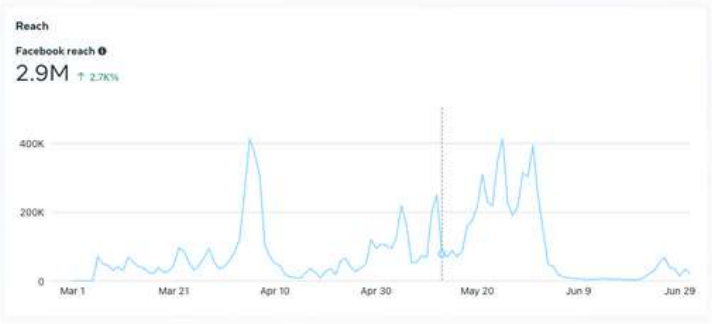
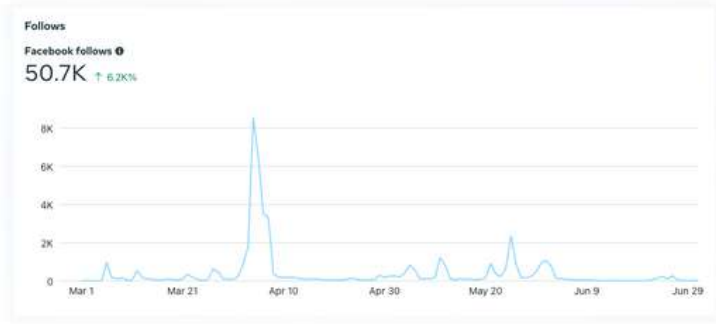
Event Days Results

For three days, nearly 4000 peoples attended, and successfully sold 2K normal tickets & 730 premium tickets from my digital ads. Me and my team unbelievable achieved over 7M+ impression, 5M+ reach, and 7M+ live views, and reached over 20K subscribers on YouTube channel within one month.

YT Channel Statistics During Event



FB Page Statistics During Event



Statistics Remark

- These YT and FB statistics are calculated based on organic results through particular insights.
- Then, these numbers were achieved while I worked as Head of Digital Media at HOG Esports

11.11 Jingle Dance Challenge Campaign

Led the successful 11.11 Jingle Dance Challenge campaign at Daraz Myanmar (Shop App MM), a dynamic and engaging social media initiative that garnered significant attention and participation. Orchestrated the campaign from concept development to execution, resulting in heightened brand visibility, increased user engagement, and a surge in participation within the online community. Collaborated with cross-functional teams and third party agency, to ensure seamless implementation, and effectively utilized user-generated content to amplify the brand message and drive significant traffic to the platform.

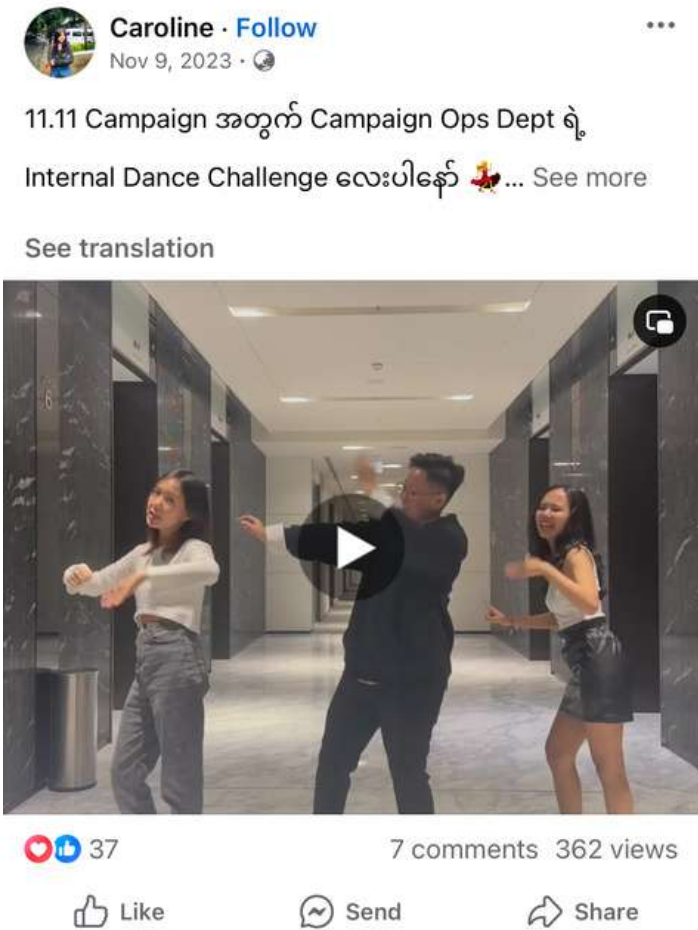
Our Collaboration

This is the main video of 11.11 Jingle Dance Challenge Campaign. Me and my team worked closely with famous dance group called YOLO YOLO, and Samsung, Fantech, and Skechers for external prizes sponsors for this campaign.

Outcomes from Projects

Facebook Views	Average Orders Value	MAU	DAU
70 K	350 USD	400 K	13 K
Audience Participations DAU	Total Orders		
5K	400 K		

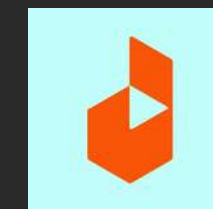
These screenshots are the proofs of our online audience participated in our dance challenge campaign. It was viral so far across the not only Myanmar audience but also Thai audience.



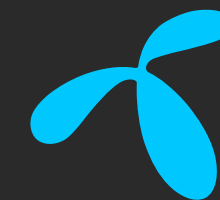
The Brands I Have Been Managed!



GENTLE MONSTER



Alibaba



Thank You!

maverick
khine®

Contact Me



“I KNOW I AM ON THE RIGHT PATH BECAUSE THINGS STOPPED BEING EAZY.”

By Kaung Thant Khine