



Shain Wai Yan

XOLBINE / 明元易

PROFILE

Motivated and creative marketing student with strong skills in digital communication, SEO, and content creation. Multilingual in Burmese, English, and Chinese (HSK 4 certified), with hands-on experience building a personal brand website, managing Google Search Console, and applying SEO strategies. Passionate about education, storytelling, and digital marketing, seeking to contribute to a dynamic team while further developing marketing communications expertise.

SKILLS

- **Digital Marketing:** SEO, Google Search Console, Google Ads (Basic), Google Analytics (Basic)
- **Content Creation:** Copywriting, Blog Articles, Social Media Posts (English and Burmese)
- **Marketing Communications:** Campaign Planning, Storytelling, Brand Messaging
- **Languages:** Burmese (Native), English (Fluent), Chinese (HSK 4 - Score: 277/300)
- **Other Skills:** Creativity, Attention to Detail, Problem-Solving, Team Collaboration

RELEVANT PROJECTS

Personal Portfolio Development- www.shianwaiyan.com

- Built and optimized Designed and developed a personal portfolio website using AI tools to establish an online personal brand.
- Implemented SEO strategies via Google Search Console, achieving top SERP rankings for personal name queries (“Shain Wai Yan,” “明元易,” and “Xolbine”).

Entrepreneurship Competition (SFUxRIT Collaboration)

- Authored/Lead the team and presented Loop Library — a circular economy business plan and won Third Prize among nationwide entries, demonstrating strong business strategy, communication, and marketing planning skills

Academic Projects (SFU Diploma Assessments)

- Completed and presented three comprehensive marketing plans focused on strategic brand positioning, market entry strategies, and integrated communications.

EDUCATIONAL HISTORY

Taunggyi University, Myanmar

Bachelor of Arts in English Specialization - 4th year student (expected to finish in 2025)

Strategy First University- SFU

Professional Diploma in Marketing and Brand Management — Candidate (Expected 2025)

Coursera | Google Career Certificates

Google Professional Certificate in Digital Marketing and E-Commerce (In progress)

Additional studies

12+ Professional Development Certificates related to digital-marketing, business management, circular economy, entrepreneurship and psychology

Additional Information

- Strong passion for education, storytelling, and youth empowerment
- Flexible to work remotely and collaborate with international teams.