

Win Myat Ko Ko

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Digital Growth Strategist

PROFILE

Senior digital growth strategist with 9+ years building audience-driven media and campaigns across Asia and APAC. I work at the intersection of performance marketing, audience intelligence, and strategic communication, with a track record of growing both commercial brands and mission-driven media platforms from early stage to meaningful scale. I think in systems rather than isolated campaigns, and I connect data, narrative, and audience behavior to make important ideas reach the right people.

EXPERIENCE

Senior Digital Marketing Associate

Cuttlefish Digital (Remote) · 2021 – Present

- Led full digital growth ecosystem for Energy Tracker Asia and Climate Impacts Tracker Asia across SEO, newsletters, podcasts, paid distribution, and social media.
- Grew ETA organic search traffic by 1,966% in user acquisition and 2,000%+ in engaged sessions over three years via systematic SEO and content strategy.
- Implemented audience segmentation on paid channels that drove a 1,116% increase in key conversion events and 427% increase in average session duration.
- Launched CITA from zero in mid-2023; platform reached 22,915 organic users by end of 2024 with strong upward momentum.
- Built and scaled multi-channel distribution: 14,000+ active newsletter subscribers, 97,000+ podcast downloads, 12,000+ push notification subscribers.
- Led original research on SEO-to-AI traffic correlation, informing revised content and domain authority strategy for 2025.
- Drove 201% engagement rate increase via a single UX optimization of ETA's blog page layout.

Digital Director

Nexlabs · 2022 – 2024

- Oversaw broader digital and growth strategies across agency client portfolio in Myanmar and APAC.
- Managed cross-functional teams and multi-million USD media budgets across platforms.

Associate Director, Head of Performance Marketing

Nexlabs · 2020 – 2022

- Built and led the performance marketing team from scratch, hiring and mentoring six specialists.
- Managed regional APAC digital campaigns for brands across e-commerce, FMCG, SaaS, banking, and technology.
- Team members progressed to senior and regional digital marketing roles across Southeast Asia.

Performance Marketing Manager

Nexlabs · 2018 – 2020

- Reduced CookieTV cost per app install by 95% and grew in-app purchase conversions by 4,100%.
- Grew Wall Street English qualified leads by 75% while reducing cost per lead by 22%.
- Delivered Flexible Pass full-funnel growth: 89% lower CPI, 25% higher install-to-registration rate.

Senior Account Executive

Nexlabs · 2016 – 2018

- Managed digital campaigns and client accounts across local Myanmar brands and regional partners.
- Built foundational expertise in paid social, Google Ads, analytics, and campaign reporting.

SKILLS & TOOLS

Audience Growth

Performance Marketing

Analytics & BI

Strategy & Research

SEO · Newsletter Marketing Audience Segmentation Push Notifications · CRM Podcast Growth	Meta Ads · Google Ads LinkedIn Ads · StackAdapt Programmatic · Retargeting ROAS Optimization	GA4 · GTM · BigQuery Looker Studio · Ahrefs Brandwatch · R Programming Search Console	AI Search Optimization Audience Intelligence Content Strategy · UX Zapier · Agentic AI
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CERTIFICATIONS

Google Ads Certifications (Search, Display, Video)	Google
Google Analytics 4 Certification	Google
Google Data Analytics Professional Certificate	Google / Coursera
Facebook Certified Buying Professional	Meta
Platform Certification & Advanced Programmatic	StackAdapt
HubSpot Inbound Certification	HubSpot
ICMI Digital Strategy Certification	ICMI

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