

# CHAN MYAE KO

## PORTFOLIO

Hi, my name is Chan Myae Ko. I'm a 25-year-old visual storyteller and community engagement specialist with a passion for creating impactful and engaging visual content. Over 5 years, I've contributed to diverse creative projects, developing versatile design skills across branding, social media, and digital content.

I also enjoy managing online communities and social media platforms, crafting content that resonates, fostering meaningful audience interactions, and helping brands build authentic relationships with their communities.



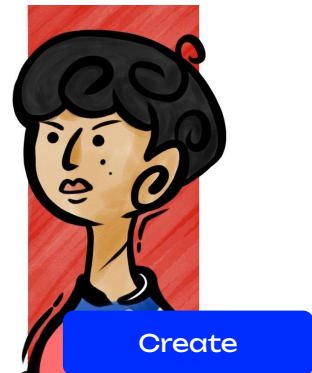
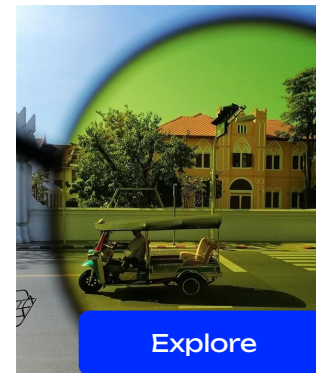
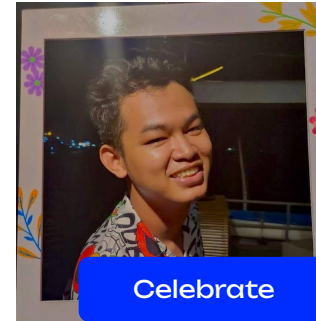
[chanmyae.ck13@gmail.com](mailto:chanmyae.ck13@gmail.com)

+971 54 7979 452

[www.chanconnect.com](http://www.chanconnect.com)

I'm a collaborative and adaptable team player who enjoys creating engaging work and fostering a positive environment to help teams succeed. I respect deadlines, thrive under pressure, and consistently maintain high professional standards. Always curious and eager to grow, I love exploring new ideas and experimenting with creative approaches to deliver better solutions.

## Creative Tools Exposure



## Social Media Management

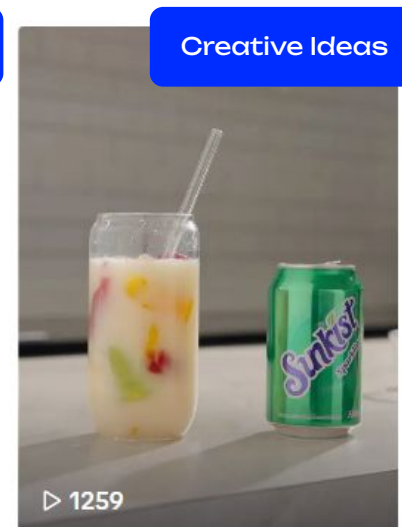
Over the past five years, I've managed multiple brands as a Community Manager, Chatbot Integration, and Creative Designer helping them build trust and cultivate a positive brand image that resonates with their audiences. My experience includes consumer goods, sales-driven companies, and NGO awareness campaigns.

Currently based in Dubai, I continue to craft engaging content and meaningful interactions that connect brands with their communities.



# Contents

As a Social Media Manager, I oversee communication, crafting FAQs, defining brand tone of voice, and implementing solutions that align with consumers. I also track industry trends and deliver monthly social media performance reports to drive data-informed improvements.

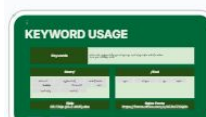
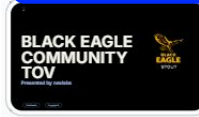


# Digital Reports

## Trends



## TOV, FAQ, Crisis Plan



## Chat Bot



## Monthly Reports



# Digital Tools Exposure



HubSpot



Meta



- I use Photoshop, Illustrator, CapCut, Canva, and Procreate to create visuals, motion graphics and short-form videos such as Reels.
- ManyChat is primarily used for chatbot integration and promotional message broadcasting through Facebook Messenger.
- HubSpot is used as a CMS for website hosting, webpage creation, and content management. [chanconnect.com](https://chanconnect.com)
- For reporting and performance analysis, I work with data from GA4, Meta Insights, and Fanpage Karma, while also conducting social listening and competitor analysis.
- Lastly, I use SEMrush for SEO reporting, including keyword position tracking and technical site analysis.

# Social Contents

## Smooth Stops. Safe Drives.

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Lasting performance. أداء بديم طويل.  
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I develop content pillars, generate creative content ideas, and produce engaging visuals, motions and Reels.

I also write audience-focused copy, leveraging AI tools to enhance creativity and deliver compelling messaging.

**Create. Connect. Convert.**



**SIMPLICITY MAKES EVERYTHING SPECIAL**  
"YOUR SIMPLE COMBO"



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SECRET RECIPES  
**FRIES**

ENJOY EVERY BITES!

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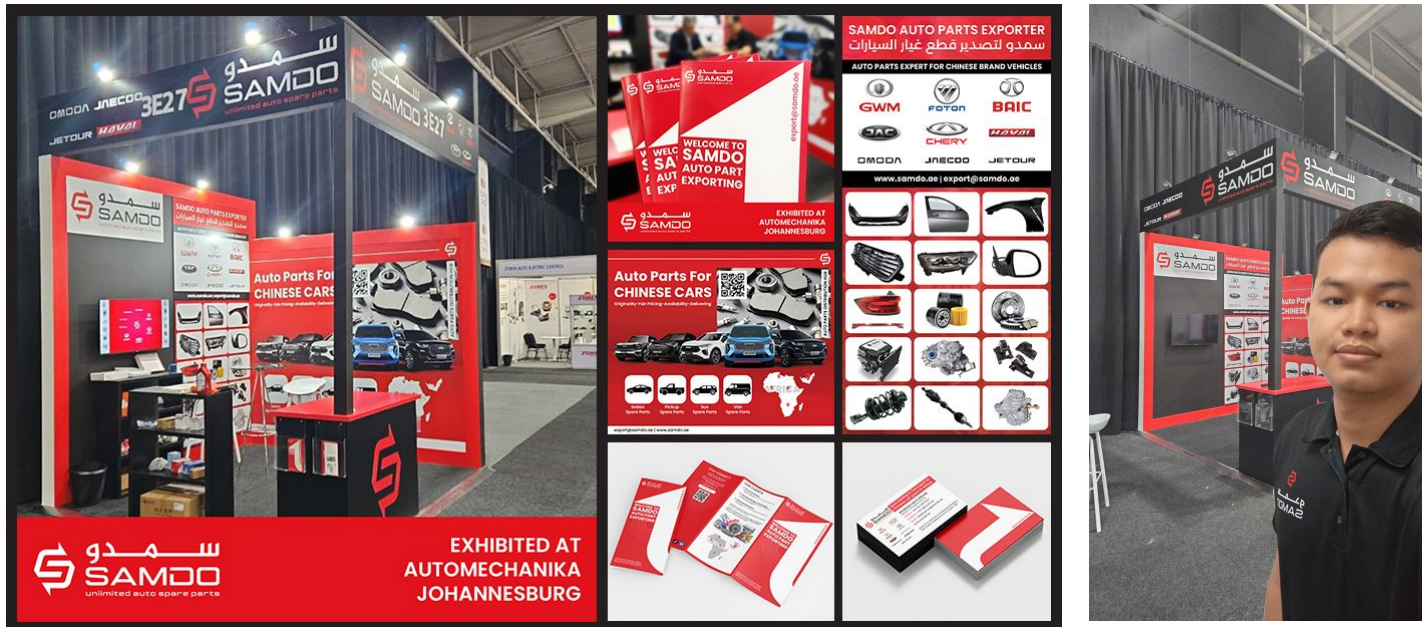
# Events

## Automechanika Dubai 2025



I planned, coordinated, and created graphics and visual content for Samdo's participation at the Automechanika Dubai 2025 exhibition, helping strengthen the brand's presence at the event.

# Automechanika JHB South Africa Exhibition 2025



Managed the end-to-end execution of the exhibition participation, including theme development, graphic and merchandise design, team coordination, and data collection. Successfully generated potential customer leads and new collaboration opportunities while ensuring a smooth event experience.

# Social Reels



# Illustrations

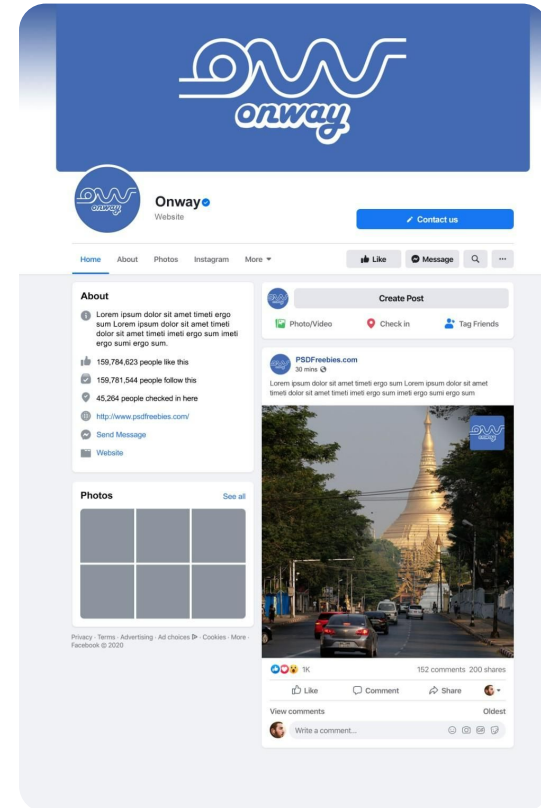




# LOGO BRANDING

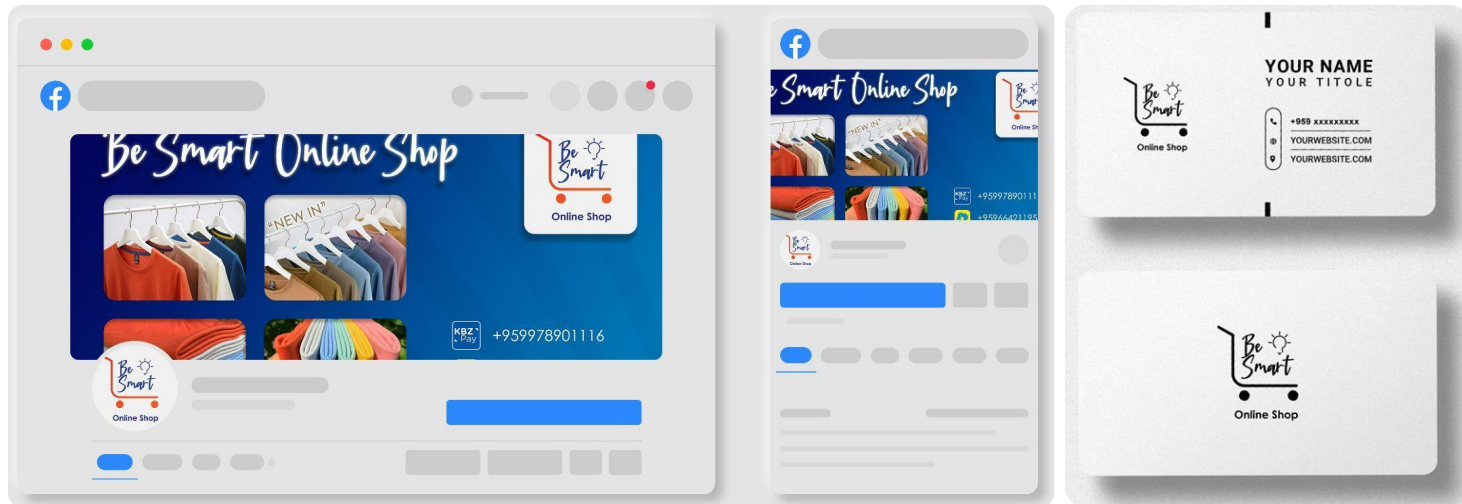


“On Way” is for a social media page designed especially for drivers, sharing real-time road updates and helping them choose better routes by keeping them informed of current traffic and road conditions. The logo is inspired by a roadway and incorporates the letters ‘O’ and ‘W,’ symbolizing the continuous journey and connection between drivers





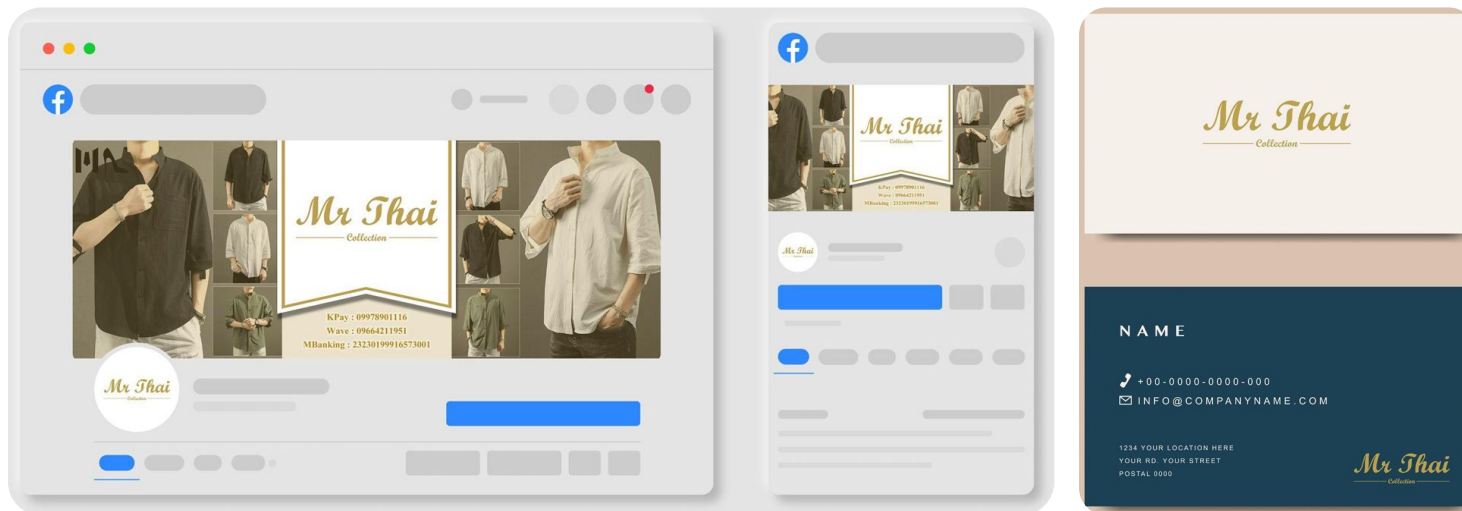
The “Be Smart Online Shop” logo is inspired by the modern trend of shopping online, reflecting the idea of smart, convenient living.



# Mr Thai

Collection

“Mr Thai” logo is inspired by Thailand culture and designed to reflect the graceful, gentle style of the men outfit-selling store.



# THANK YOU

Thank you for taking the time to explore my work. Each work reflects my passion for creating meaningful visual communication and building strong connections between brands and their audiences.

I look forward to bringing creativity, strategy, and fresh ideas to future collaborations.



chanmyae.ck13@gmail.com

+971 54 7979 452

[www.chanconnect.com](http://www.chanconnect.com)