



My Portfolio

MIN THADAN

Account Manager

Delivering Digital Growth through Strategic
Social Media Marketing

@stevenminthadan@gmail.com

<https://www.linkedin.com/in/minthadan>

ABOUT ME



Creative and data-driven, I communicate closely with clients to understand their goals and work with internal teams to turn those ideas into impactful digital results. From managing campaigns and analyzing performance to crafting content that sparks engagement, I enjoy turning insights into stories that connect.

With a strong foundation and hands-on experience in digital marketing, I'm passionate about using creativity and analytics to help brands grow, connect, and stand out online.



EXPERIENCE

Account Manager

The Compass Creative Marketing Agency

Managed client social media accounts on TikTok and Facebook, improving engagement through data-driven strategies. Coordinated cross-functional creative teams to deliver campaigns on time and aligned with brand objectives. Conducted competitive research, analyzed performance metrics, and provided actionable insights to optimize content and drive results.

Marketing Associate

Strategy First International College

Designed and analyzed student feedback surveys to inform improvements, managed marketing events and school club activities, and conducted research to optimize digital marketing strategies.

SKILLS



1. Social Media Management
2. Content Strategy and Coordination
3. Performance Analysis and Reporting
4. Client Communication and Account Management
5. Creative AI and Tools Proficiency

SOCIAL MEDIA CAMPAIGNS

- CAMPAIGN (1) TITLE - “**Achieve With Starfish**” for Starfish Academy English Language Learning App
- CAMPAIGN (2) TITLE - “**Dream Jelly Days**” for Dream Jelly Local Brand



CAMPAIGN TITLE: “ACHIEVE WITH STARFISH”

Page 6

Starfish Academy English Language Learning App

Type: Organic + Ads (Brand Awareness and Engagement Campaign)

Objective:

The campaign consisted of 8 Facebook static posts aimed at parents of kids aged 6-12 to promote awareness and engagement towards the Starfish Academy English Language Learning App, highlighting its features and benefits in supporting children's academic success and improving their English learning journey.

My Role:

- Defined client objectives and target segments to shape effective campaign strategies.
- Provided visual direction and content messaging input during campaign ideation.
- Coordinated with designers, writers, and media buyers to deliver cohesive campaigns.
- Scheduled and monitored social media posts, ensuring timely execution.
- Analyzed campaign performance and presented actionable insights to clients.

Execution

- Number of Posts: 8
- Platform: Facebook
- Content: Static Posts

Campaign Key Metrics:

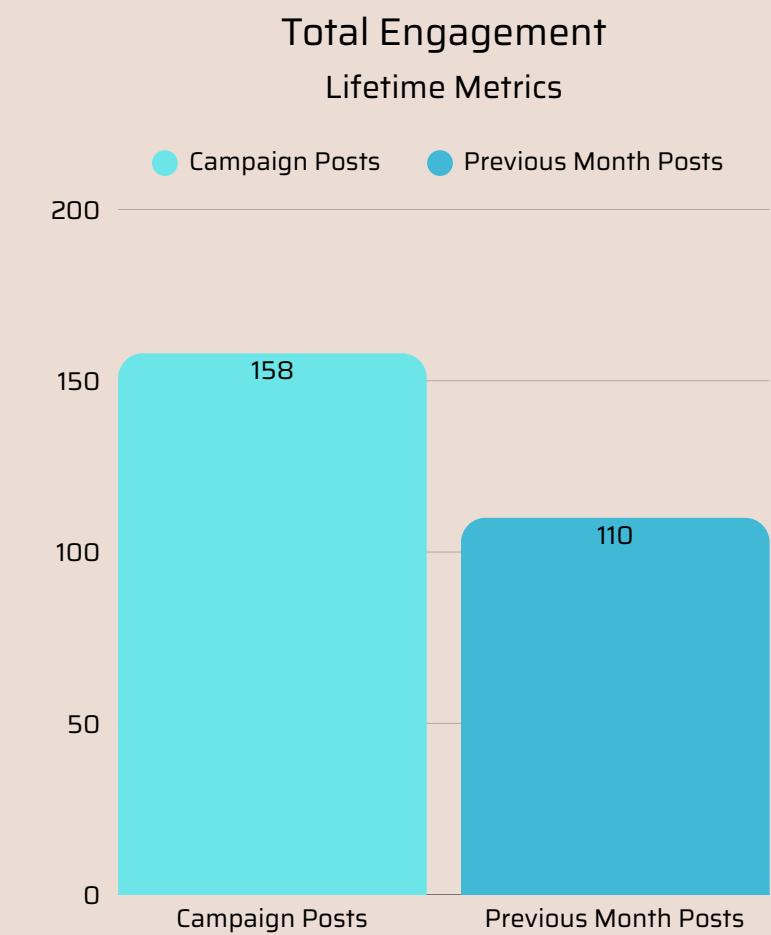
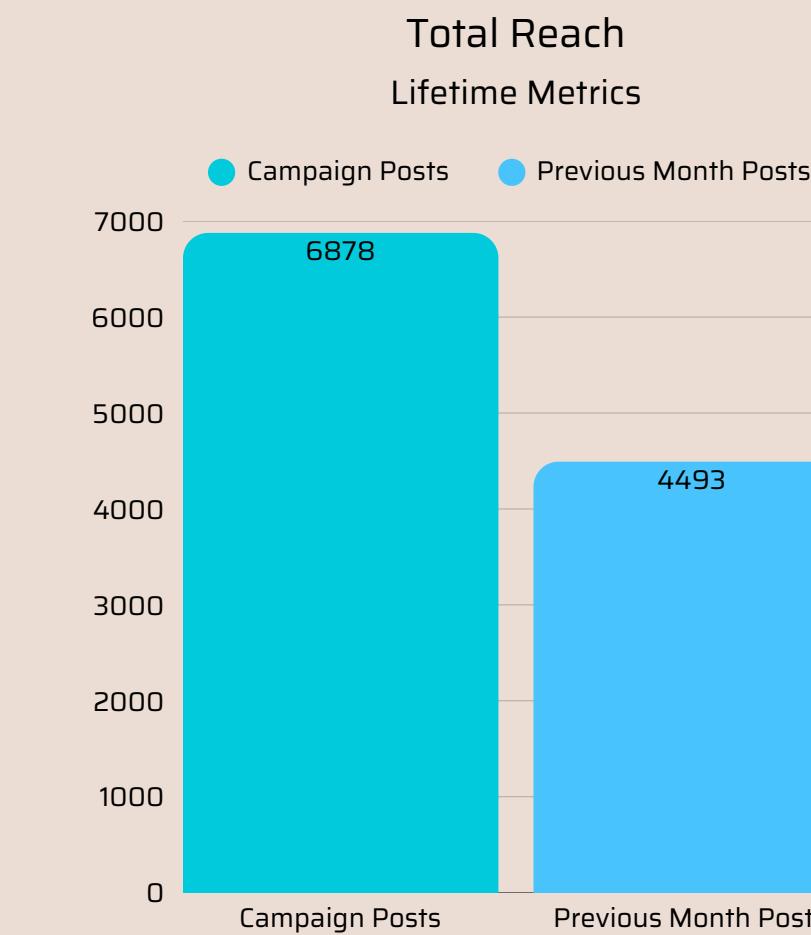
Page 7

These lifetime metrics from Meta show the posts I managed for the 'Achieve with Starfish' campaign, which ran for 20 days from December 11 to December 31, 2024, with 8 posts. Other in-house posts made during this period are not included here.

Post	Type	Reach	Engagement	Note
Post 1	Static Image	1,628	29	Organic + Ads
Post 2	Static Image	1,145	27	Organic + Ads
Post 3	Static Image	736	23	Organic
Post 4	Static Image	710	20	Organic
Post 5	Static Image	693	19	Organic
Post 6	Static Image	681	8	Organic
Post 7	Static Image	665	15	Organic
Post 8	Static Image	620	17	Organic

Metric	Campaign Posts	Previous Month	%Change
Total Reach	6,878	4,493	+53%
Total Engagement	158	110	+44%

Campaign Performance Summary:



Note: Results are based on Meta's lifetime post metrics, comparing the total reach of campaign posts with the total reach of posts from the previous month.

* The campaign posts outperformed the previous month's posts, showing higher reach and engagement due to improved content strategies.

Highlighted Post:

Page 8



- Meta lifetime metrics show 1,393 total views; at campaign end (Dec 31st) the post had 1,293 views, exceeding the benchmark upper bound of 929.
- Achieved 100% organic reach and engagement with no ad spend.
- Strong performance driven by content strategy: addressed parents' key pain point (children's academic struggles) with a before/after visual that emotionally connected with the audience.

CAMPAIGN TITLE: “DREAM JELLY DAYS”

Page 9

Dream Jelly (Local Jelly Brand)

Type: Organic (Brand Awareness and Engagement Campaign)

Objective:

By using relatable and nostalgic storytelling to emotionally connect with both young and adult consumers, the Dream Jelly campaign aimed to raise brand awareness and audience engagement. Using entertaining, lighthearted content that made the audience feel happy, familiar, and like they had experienced the same things, the campaign sought to showcase Dream Jelly as a timeless favorite, from everyday moments to childhood memories.

My Role:

- Defined client objectives and target segments to shape effective campaign strategies.
- Provided visual direction and content messaging input during campaign ideation.
- Coordinated with designers and writers, to deliver cohesive campaigns.
- Scheduled and monitored social media posts, ensuring timely execution.
- Analyzed campaign performance and presented actionable insights to clients.

Execution

- Number of Posts: 10
- Platform: Facebook
- Content: Static Posts

Campaign Key Metrics:

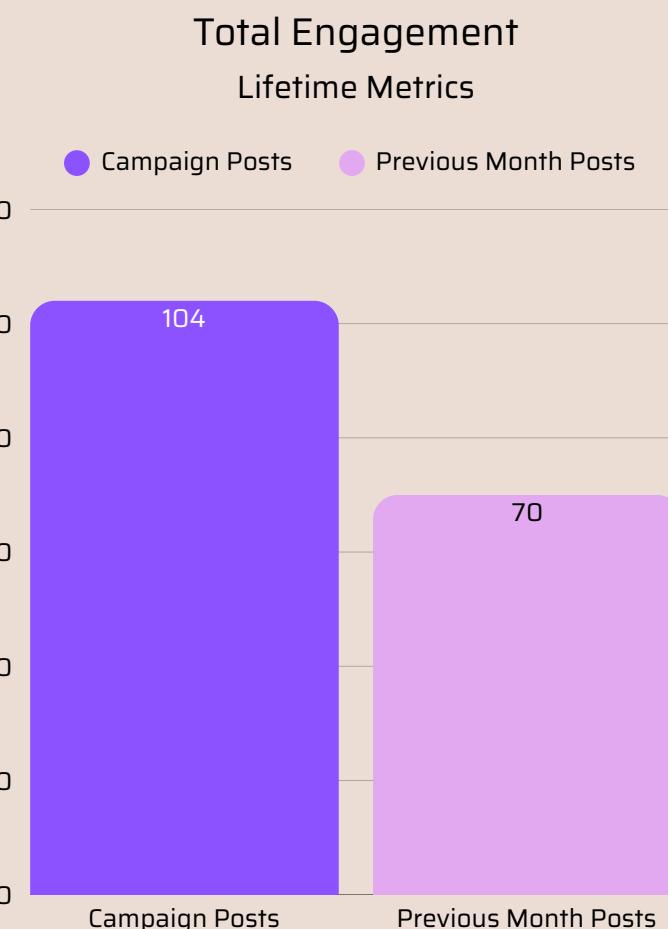
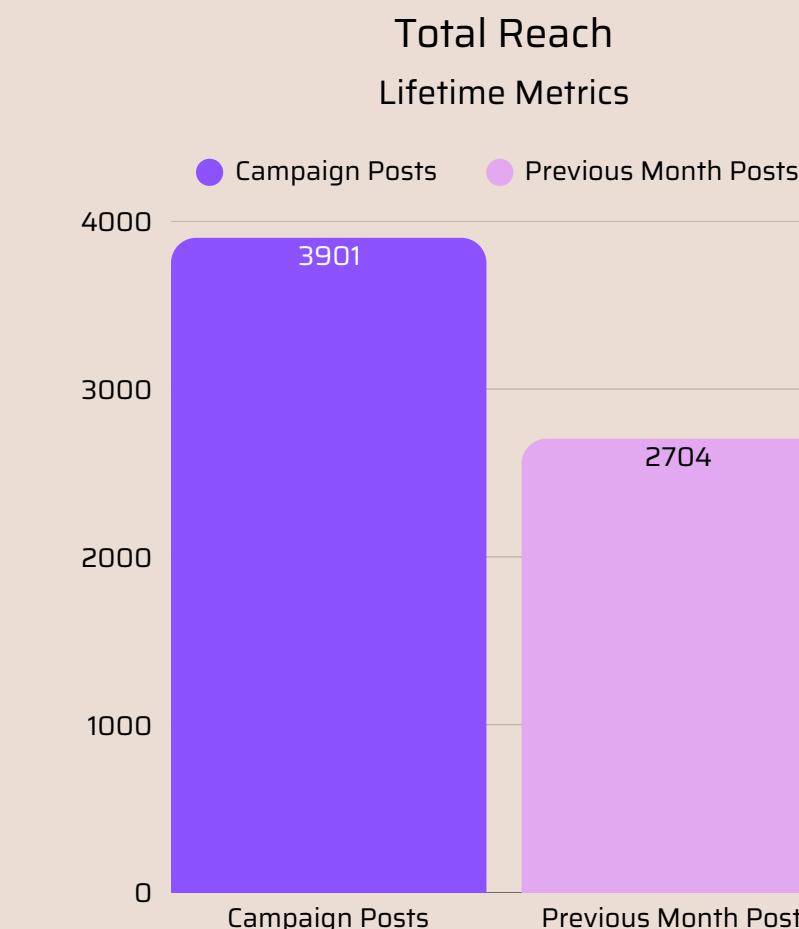
Page 10

These lifetime metrics from Meta show the posts I managed for the 'Dream Jelly Days' campaign, which ran for 30 days from June 25th to July 25th, 2025, with 10 posts.

Post	Type	Reach	Engagement	Note
Post 1	Static Image	341	13	Organic
Post 2	Static Image	525	11	Organic
Post 3	Static Image	313	12	Organic
Post 4	Static Image	305	5	Organic
Post 5	Static Image	296	8	Organic
Post 6	Static Image	316	7	Organic
Post 7	Static Image	298	14	Organic
Post 8	Static Image	316	11	Organic
Post 9	Static Image	291	8	Organic
Post 10	Static Image	900	15	Organic

Metric	Campaign Posts	Previous Month	%Change
Total Reach	3,901	2,704	+44%
Total Engagement	104	70	+49%

Campaign Performance Summary:



Note: Results are based on Meta's lifetime post metrics, comparing the total reach of campaign posts with the total reach of posts from the previous month.

* The campaign posts outperformed the previous month's posts, showing higher reach and engagement due to improved content strategies.

Highlighted Post:

Page 11



- Meta lifetime metrics show 1,607 total views; at campaign end (July 25th) the post had 914 views, exceeding the benchmark upper bound of 215.
- Achieved 100% organic reach and engagement with no ad spend.
- Strong performance driven by content strategy: created lighthearted, kid-themed visual that made the content stand out while effectively showcasing the product in a fun and creative way.

Thank You

stevenminthadan@gmail.com