

# LY HENG



Digital Marketing | Customer Experiences | Product Development

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## PROFESSIONAL SUMMARY

Hello there, I am **LY HENG**, a committed college student pursuing the nexus of Technology, Computer Science, and Business Management. Proven ability to quickly master complex concepts and patiently execute detailed tasks. Practical experience in Digital Marketing, utilizing creativity and analytical skills to drive engagement. I excel in team environments through effective communication, an open-minded approach, and a focus on continuous learning.

## WORK EXPERIENCE

### Acting Manager, Customer Relationships (4 Months)

EZECOM Co., LTD & CAMGSM Co., LTD

Jul 2025 – Oct 2025

- Managed the Complete Customer Lifecycle for the EZECOM (FTTH Consumer) and Cellcard bases, focusing on proactive collections, renewals, and retention strategies.
- Achieved and maintained a 95% Revenue Renewal Rate, consistently hitting aggressive business targets through targeted initiatives and performance tracking.
- Prevented Subscriber Churn through strategic retention efforts, successfully stabilizing and maintaining the overall customer subscription base.
- Streamlined Processes across renewal, retention, and collection teams to maximize efficiency and establish a proper, high-quality operational flow.
- Provided Data-Driven Performance Reporting and insights to senior management on key metrics, informing strategic decisions and future business trends.
- Mentored and Guided a Dedicated Team responsible for execution, fostering team accountability and driving the successful achievement of business objectives.

### Team Leader, Retention and Collection (1 Year 1 month)

EZECOM Co., LTD

Jun 2024 – Jul 2025

- Spearheaded the Collections and Retention Team, overseeing all operational activities and ensuring effective communication to meet ambitious business objectives.
- Drove a High-Performance Culture by actively mentoring and coaching team specialists, resulting in high morale and continuous professional development.
- Strategically Managed KPIs, setting rigorous performance standards for specialists to maintain accountability and ensure the team hit the 95% revenue renewal target and controlled subscriber churn.
- Engineered Systemic Process Improvements across collections and renewals, stabilizing workflows to maximize efficiency and guarantee a high-quality, seamless customer journey.
- Served as the Primary Strategic Link between the team and senior management, translating business goals into actionable daily tasks and team priorities.
- Fostered Crucial Cross-Functional Partnerships to align collection and retention efforts with broader organizational goals, promoting cohesion and shared success.

### Enterprise, Retention and Collection Officer (1 Year 6 Months)

EZECOM Co., LTD

Dec 2022 – Jun 2024

- Secured High-Value Enterprise Accounts by managing and enhancing strategic partnerships, directly protecting the company's largest revenue streams.
- Successfully Transitioned and Integrated into the Collections Team while serving as the Enterprise Retention Officer, bridging both functions to strategically recover revenue.
- Proactively Developed and Presented Customized Deals and retention packages to enterprise clients, ensuring continuous satisfaction and securing large-scale contract renewals.
- Drove Initial Performance Excellence by successfully reactivating churned customers and building robust relationships, which earned a promotion to the Enterprise Officer role.
- Managed Complex Customer Concerns during both the retention and collections processes, utilizing relationship-building skills to minimize potential churn impact.
- Contributed to Revenue Stabilization by actively participating in the collection team's efforts, ensuring a high rate of revenue recovery from overdue enterprise accounts.

**ATM/CIM, Officer ( 7 Months )**  
*ABA Bank at Independent Monument Branch*

**May 2022 - Nov 2022**

- Managed End-to-End Cash Flow Reconciliation for all ATM and CIM (Cash-In Machine) operations, ensuring the integrity and accuracy of daily transactions and customer deposits.
  - Ensured Operational Efficiency by overseeing the functionality of all self-service machines, immediately addressing technical issues to guarantee 24/7 service reliability.
  - Provided Crucial Linguistic Support to the teller team by offering on-demand Chinese translation, directly improving communication accuracy and expediting services for customers.
- Maintained High Customer Service Standards by resolving a wide variety of inquiries and technical issues, promoting a positive and efficient banking experience.
  - Mitigated Financial Risk by strictly adhering to compliance protocols for cash handling and transaction verification, resulting in minimal financial discrepancies.
  - Supported Tellers and Front-Line Staff by acting as a subject matter expert and problem-solver, enhancing overall branch workflow and customer throughput.

**EDUCATION BACKGROUND**

- **2008 – 2018**  
**Chinese Language Graduation**  
*Leep Khun High School*
  - **2008 - 2020**  
**Khmer Language Graduation**  
*Leep Khun High School*
- **2020 - 2022**  
**Business Management**  
*Rule University of Law and Economics*
  - **2020 - 2024**  
**IT / Computer Multimedia Design**  
*BELTEI International University*

**LANGUAGES**

- **Khmer** : Mother Tonge.
- **English** : Smoothly (Read, Write, Listen and Speak).
- **Chinese** : Medium (Formally).

**SKILLS**

- **Creative & Design Tools:** Good in the Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro, XD) and Canva for high-impact visual communication and content development.
- **Business Intelligence & Productivity:** Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams) and good in Power BI for data visualization and reporting.
- **Industry-Specific Platforms:** Experienced with Banking Software and Telecom Software for efficient operational management and specialized industry tasks.
- **Strategic Leadership:** Proven ability in Leading, Motivating, Coaching, and Negotiating to drive team performance and achieve organizational objectives.
- **Analytical & Problem-Solving:** Skilled in Data Analysis, Problem Solving, and Critical Thinking to address complex challenges and inform strategic decisions.
- **Team Collaboration & Communication:** Exceptional capacity for Collaboration, Communication, and Presentation, demonstrating empathy and accountability to foster a cohesive and productive team environment.