



THEANY KOUCH

Digital Marketing Manager

Phone

010 580 585

Email

theanykouch@gmail.com

Portfolio

www.theany.com.kh

About Me

Digital Marketing Manager with 5+ years of experience in e-commerce and tech, skilled in Facebook Ads, TikTok, Instagram, content creation, SEO, and integrated campaigns. Experienced in end-to-end website projects, livestream/KOL promotions, and collaborating with designers, developers, and merchants. Currently pursuing advanced Chinese language and e-commerce studies to enhance skills and drive personal and professional growth. Passionate about learning, adaptability, and delivering measurable results.

Skills

- Digital Marketing Strategy
- Facebook Ads & Paid Media
- Campaign Planning
- Web Design & SEO
- E-commerce Marketing
- Website Project Management

Languages

- English
- Chinese
- Khmer

References

Ms. Ol Sreynich

HR Manager, VTECH

Phone: 070 31 16 16

Email: hr@vtech.one

Experience

Project Manager**2022 – 2025****VTECH**

Led end-to-end website and app projects across fintech, e-commerce, and blockchain, including payment platforms, shopping apps, and crypto/gold miner websites. Coordinated design, development, testing, and payment integrations, ensuring usability, conversion, and on-time delivery.

Digital Marketing Manager**2022 – 2025****LA RUE**

Led e-commerce campaigns, coordinating paid KOL livestreams and boosting promotions across Facebook, TikTok, Instagram, and Telegram. Collaborated with merchants, designers, and developers on campaign execution, and delivered post-campaign performance reports.

Digital Marketing Executive**2021 – 2022****SORYA, RATANA PLAZA, Olympia Mall**

Managed digital marketing for 3 shopping malls under structured SOP systems, creating social media campaigns, running paid ads, crossposting with tenants advertising channel and coordinating KOL promotions. Partnered with Canadia Bank for events, collaborated with designers, supported offline marketing & event management inside mall, and prepared post-campaign reports.

Education

Chinese Language + E-commerce**2023 – 2025****Cambodia-China University of Technology and Science**

- Participated exchange program at Nanjing University of Technology, China
- Completed practical training in graphic design, Facebook & TikTok marketing, short video marketing, marketing materials, livestreams, warehouse inspection, and payment gateway/e-commerce & tech operations
- Studied Chinese language and history
- Received certificate for program completion

Business Administration**2010 – 2016****Pannasastra University of Cambodia**

- Major: Business Administration
- Faculty: Business and Economics
- IEAP & SPEL Program
- Received certificate for program completion



Date: 15th January, 2026

LETTER OF RECOMMENDATION

This is to certify that **Ms. Kouch Theany** was employed with Very Technical Boys Co., Ltd. as a Project Manager from November 2022 to November 2025.

Ms. Kouch Theany, monthly net salary is USD 1,500.00.

During her tenure with our organization, **Ms. Kouch Theany** demonstrated professionalism, responsibility, and strong work ethics. She showed dedication to her duties and maintained a positive attitude toward her work and colleagues.

We confidently recommend **Ms. Kouch Theany** for future employment opportunities and believe She will be a valuable asset to any organization.

This certificate is issued upon request.

Sincerely,



Ol Sreynich
HR Manager
VTECH CO., LTD.

VTECH CO., LTD.

#S901-S910, Street Sopheak Mongkol, Corner of koh Pich, Sangkat Tonle Bassac, Khan Chamkarmon, Phnom Penh

LA RUE.

Date: 15th January, 2026

LETTER OF RECOMMENDATION

This is to certify that **Ms. Kouch Theany** was employed with Larue International Co., Ltd. as a **Digital Marketing Manager** from May 2022 to November 2025.

Ms. Kouch Theany , monthly net salary is USD 1000.00 .

During her tenure with our organization, Ms. Kouch Theany demonstrated professionalism, responsibility, and strong work ethics. She showed dedication to her duties and maintained a positive attitude toward her work and colleagues.

We confidently recommend Ms. Kouch Theany for future employment opportunities and believe She will be a valuable asset to any organization.

This certificate is issued upon request.

Sincerely,



Ol Sreynich
HR Manager
Larue International Co., Ltd.

Larue International Co., Ltd.

#S901-S910, Street Sopheak Mongkol, Corner of koh Pich, Sangkat Tonle Bassac, Khan Chamkarmon, Phnom Penh