



# THEANY KOUCH

Marketing Manager

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010 580 585

**Email**  
theanykouch@gmail.com

**Portfolio**  
[www.theanykouch.com](http://www.theanykouch.com)

## About Me

**Marketing & Project Manager** with 5+ years of experience leading marketing strategy and execution across tech and digital platforms. Strong in digital marketing, paid media, e-commerce, and app launches, with a proven ability to plan campaigns, manage complex projects, and align cross-functional teams for measurable results. Recently led marketing and project execution for a blockchain-based payment platform and multiple e-commerce app and web projects, working closely with designers, developers, and stakeholders to drive adoption and scalable growth.

## Skills

- Marketing Strategy
- Social Media Management
- Campaign Planning
- SEO / SEM Marketing
- E-Commerce Marketing
- Website Project Management

## Languages

- English
- Chinese
- Khmer

## References

**Ms. Ol Sreynich**  
HR Manager, VTECH  
Phone: 070 31 16 16  
Email: sreynich@vtech.one

## Experience

### Marketing & Project Manager

**2022 – 2025**

**VTECH Co. Ltd**

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. Planned and executed post-launch marketing strategies, including campaign rollouts, traffic acquisition, and performance optimization to support adoption and growth.

### Digital Marketing Manager

**2022 – 2025**

**LA RUE International Co., Ltd**

Plan and execute 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 Canada 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: 15<sup>th</sup> 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,



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Ol Sreynich  
HR Manager  
VTECH CO., LTD.

# LA RUE.

Date: 15<sup>th</sup> 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,



**Oi Sreynich**  
HR Manager  
Larue International Co., Ltd.

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*Larue International Co., Ltd.*  
#S901-S910, Street Sopheap Mongkol, Corner of koh Pich, Sangkat Tonle Bassac, Khan Chamkarmon, Phnom Penh