



THEANY KOUCH

Digital & Marketing Manager

Phone
010 580 585

Email
theanykouch@gmail.com

Portfolio
www.theany.com.kh

About Me

Digital & Marketing Manager | Project Leader 5+ years experience leading marketing strategy and execution across e-commerce, fintech, real estate and blockchain. Skilled in digital marketing (SEO/SEM optimization, paid media, social ads), app / web design and product launches, cross-functional team leadership, and campaign planning. Experienced in driving adoption, performance, and growth through strategic project management and data-driven reporting.

Skills

- Digital & Marketing Strategy
- E-Commerce
- SEO / SEM Optimization
- Creative Web / App Design

Strength

- Strategic Planning & Execution
- Project & Event Management
- Cross-Functional Leadership
- Budget planning & ROI Analysis
- Data-Driven Reporting

Languages

- English (Fluent)
- Chinese (Medium)
- Khmer (Native)

Experience

Marketing & Project Manager

2022 - 2025

VTECH (www.vtech.one)

- Lead end-to-end digital projects across e-commerce, fintech, blockchain, and web/app platforms, overseeing UI/UX design, development coordination, and digital marketing execution (SEO/SEM, paid media, or social media ads).
- Planned and executed go-to-market campaigns for new product launches.
- Developed annual marketing action plans both online and offline activities.
- Managed company annual reports covering organizational structure, HR insights, internal/external project overview, financials, or milestones for CEO.
- Trained and guided the marketing team to improve execution quality and campaign results.

Digital Marketing Manager

2022 - 2025

LA RUE (www.larue.com.kh)

- Lead e-commerce campaign for an authentic-brand marketplace, planning strategy, budgets, timelines, and promotions with key brands including Pedro or Konna, and support marketing for 100+ verified merchants.
- Coordinated cross-functional teams (design, development, operations) to deliver campaign materials such as landing pages, platform seasonal decoration, vouchers, or promotional mechanics.
- Managed digital payment integrations with ABA Bank, ACLEDA Bank, or Wing Bank, from approval to launch and co-marketing campaigns.
- Developed annual company profiles and partnership proposals.
- Trained and guided the marketing team to improve execution quality and campaign results.

Digital Marketing Executive

2021 - 2022

Canada Group Shopping Malls: SORYA, Ratana Plaza, Olympia

- Planned and executed digital marketing campaigns for three major shopping malls under structured SOPs.
- Lead KOL research and collaboration, coordinating on-site content production with media teams inside mall or events areas.
- Worked closely with designers, tenants, and partners including Canada Bank to deliver integrated event & campaigns.
- Delivered seasonal, quarterly, and annually performance reports.

Founder | Blogger | Freelancer

2020 - Present

Social Media Agency

- Provide digital marketing services, ad account setup/management, or creative artworks. With proven clients: Delivery app, real estate platform, e-commerce farm, startup, or local online stores.
- Operate own travel blog (www.facebook.com/TheanyIsMe) to develop personal content and digital marketing skills.

Hobbies

- Reading books
- Researching new software
- Traveling & Exploring

Interests

- Market Trends
- Community volunteer
- Financial / Investment

Reference

Ms. Serah

Manager, LA RUE

Phone: 016 53 74 55

Email: serahsok@gmail.com

Ms. Ol Sreynich

HR Manager, VTECH

Phone: 070 31 16 16

Email: sreynich@vtech.one

Education

Chinese Language (GCP7)

2025 – Present

Spring Education Center

- Focused on self-development and career growth through Chinese language study, improving communication and cross-border business skills

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 in China

Business Administration

2010 – 2016

Pannasastra University of Cambodia

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

General English Program (GEP)

2008 – 2010

American Intercon Institute

- Completed program and received certificate

General Computer Program

2010

Royal University of Law & Economics

- Completed program and received certificate

Professional Courses & Training

Digital Marketing

2017 – 2021

- Attended 10+ professional courses in digital marketing, leadership, strategic management (Executive & MBA level), and fundraising for private equity and investors. Programs supported by AIESEC, USAID, UNDP, AUSAID, GIZ, SwissContact, and Apollo Training.

Award

Outstanding Woman Award – Private Sector

2016

- Recognized for active participation in social work, charity activities, and tourism promotion
- Award presented by the Ministry of Women's Affairs and the Ministry of Tourism of Cambodia



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.

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,



Oi Sreynich
HR Manager
Larue International Co., Ltd.

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