



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. OI 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.

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