



MALIN THANN

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SUMMARY

Digital Marketing Specialist with 3+ years' experience in SEO, paid social, content, and analytics across e-commerce and telecom-adjacent brands. Proven track record executing multi-channel campaigns (Facebook, Instagram, TikTok, Telegram), optimizing performance, and coordinating cross-functional projects end-to-end. Fluent in English and Khmer.

WORK EXPERIENCE

Digital Marketing Specialist at RED ANT (Full-time) Dec 2024 - Present

- Working on SEO, SEM, and social media, I help companies increase their web presence and interact with their customers. From running targeted ad campaigns and improving websites to handling social media platforms, I design plans that generate traffic, increase engagement, and produce visible results.

Automotive Digital Marketing Specialist (No.7 Automobile, BAIC, XPENG & FAW Bestune Cambodia) Dec 2025 - Present

- In this role, I manage end-to-end digital marketing and paid social campaigns for multiple automotive brands, including No.7 Automobile, BAIC, XPENG and FAW Bestune Cambodia. I plan and execute data-driven strategies across Facebook, Instagram and other digital channels to increase brand awareness, generate qualified leads and drive showroom visits. My work covers content strategy and copywriting, ad creation and optimization, audience targeting, performance tracking and reporting. By continuously testing creatives and media buying strategies, I improve campaign ROI and help each brand strengthen its online presence and sales funnel within the Cambodian market.

Paid Ads Manager at Callalilly Cambodia (Part-time) Jun 2023 - Present

- I have transitioned to Digital Marketing roles at several prominent companies. Specializing in platforms such as Facebook, Instagram, TikTok, and Telegram, I craft and execute targeted campaigns that significantly enhance brand visibility and engagement. Working collaboratively with teams, I consistently deliver effective strategies that exceed client expectations and contribute to overall marketing success.

Ecommerce Business Owner (Part-time) Mar 2022 - Present

- Managed and optimized an e-commerce business, focusing on product listings, customer service, and marketing strategies to increase sales.

Digital Marketing Executive at Callalilly Cambodia (Full-time) Dec 2022 - Apr 2024

- Managed and optimized an e-commerce business, focusing on product listings, customer service, and marketing strategies to increase sales.

Digital Marketing Specialist at Prometheus kc (Full-time) Jun 2024 - Jan 2025

- Specialized in digital marketing, focusing on SEO, content creation, and social media management to enhance brand presence.

Work at Auxswot development company (Full-time) Jul 2022 - Oct 2023

- At Auxswot Company, I worked as a mobile Front-end developer (React Native), creating high-performance applications for iPhone, iPad, and Android. I utilized Mobx for scalable state management and built backend apps using Firebase. I also assisted clients, solved team issues, and reported application problems.
- In addition, I developed software, handled data entry, assisted with downloads, tested applications, and ensured product standards. I explained application usage

Sponsorship Translation Intern at World Vision International-Cambodia (Part-time) Mar 2018 - Jan 2019

- Assisted Sponsorship Coordinators with data entry, monitoring correspondence, and collecting sponsor letters/cards. Reviewed and translated letters between Khmer and English, matched child IDs with letters, and prepared them for dispatch via DHL.

Volunteer teacher at Khmer Children Education Organization (Part-time) Mar 2017 - Jan 2018

- Teach English to the children and create plan lesson and schedule.
- Create FunFun activities to the child
- Help the young weak student on the session.

Youth group member at Baribour II are programe of World Vision Internation-Cambodia Organisation. (Part-time) Mar 2016 - Jan 2017

- Reviewed and translated child reports and letters between Khmer and English. Raised awareness on child protection, sponsorship programs, and education in the community and target villages.

EDUCATION

STEP IT Academy Sep 2024 - Present

- Digital Marketing, Intensive course in digital marketing fundamentals

Cambodian University for Specialties Aug 2019 - Oct 2022

- Bachelor degree of Law, at Cambodian University for Specialties

Hun Sen Baribour High School Jan 2015 - April 2018

- High school education- certificate, Hun Sen Baribour High School.

SHORT COURSE

The Complete Digital Marketing Guide - 27 Courses in 1 by Udemy Feb 2024 - July 2024

- Digital Marketing Expertise: Skilled in SEO, Google Ads, social media marketing, and branding with hands-on experience in crafting strategies to drive growth and engagement. Proficient in freelancing, analytics, and creating impactful content across diverse platforms.

The Ultimate SEO Training 2024 + SEO by Udemy Dec 2023 - Feb 2024

- Key learning: SEO - The fundamental principles, Keyword research, creating content for website, Onpage SEO, Offpage SEO - Link building, Technical SEO, UX

Short courses organized by World Vision Organization Feb 2016 - April 2017

- Key learning: Concept of child protection Participatory process of child protection Child rights and child abuse Behavior to child protection Child Sponsorship Concept

Organized by World Vision Organization Jan 2015 - June 2015

- Key learning: How to use gmail and microsoft Leadership skill and planning.

PROFESSIONAL REFEREES

- Miss. Milida: General Manager and Owner at No.7 Automobile Cambodia | Tel: 081695017
- Mr. Chum Vey: HR Manager at RED ANT EXPRESS | Tel: 0763632222
- Mr. Vantha Kheng: CEO at Prometheus-kc | Tel: 012905919
- Mr. Chou Chamnou: CMO at Callalilly Cambodia | Tel: 069234796
- Mr. Nem Chon Haiy: General manager at Callalilly company | Tel: 0962248834
- Mr. Hy Dely Ethan: Full-Stack Developer at Auxswot company | Tel: 070814312
- Mr. Chhe Kimleng: Mobile Developer at Auxswot company | Tel: 069227792
- Mrs. Doung kolvisana: Sponsorship Coordinator | Gmail: dkolvisana@gmail.com | Tel: 098777527
- Mr. Him Marin: CEO, khmer Children Education Organization. | Tel: 011 463 377
- Mrs. Hum Sereyrath: Transforamtional Development Facilitaor , World Vision-International Cambodia | Tel: 011 463 377