

CHAMNAB MEY

Digital Manager



Personal details



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#75, Toul Sambo, Prey Veng,
Dongkor
12000 Phnom Penh

Skills

IT Infrastructure & Support ●●●●●

Digital Marketing ●●●●●

Web Development (HTML, CSS, JavaScript, WordPress) ●●●●●

E-commerce Strategy & Operations ●●●●●

Project Management & Team Leadership ●●●●●

Research & Development ●●●●●

Process Optimization ●●●●●

Languages

Fluent in English ●●●●●

Khmer ●●●●●

Education

Primary School

Jan 2000 - Jan 2007

Toul Sambo, Phnom Penh

Primary school student at Toul Sambo with a keen interest in learning and growing through school activities.

Secondary School

Jan 2007 - Jan 2009

Prey Veng, Phnom Penh

Student at Prey Veng Secondary School, committed to academic achievement and personal development.

High School

Jan 2009 - Jan 2012

Pong Toek, Phnom Penh

Student at Pong Toek High School, focused on academic success and eager to engage in extracurricular activities.

University 1

Jan 2013 - Jan 2014

International University, Phnom Penh

I am set to pursue a major in Information Technology at International University (IU). With a strong foundation in technology and a passion for innovation, I aim to acquire advanced technical skills and knowledge that will enable me to excel in the IT field. My goal is to leverage my education to contribute to cutting-edge projects and solutions in technology.

University 2

Jan 2014 - Jan 2018

Setec Institute, Phnom Penh

I am currently pursuing a major in Information Technology at International University (IU). After one year of study, I plan to transfer to Setec Institute of Management's IT Department to further specialize in IT management and enhance my technical expertise. My objective is to integrate practical skills with advanced knowledge to effectively contribute to the IT industry.

Employment

Assistance Compliance

Jan 2012 - Mar 2013

Body Kits Fashion Ware Co.,Ltd, Phnom Penh

- Assisted in ensuring compliance with industry regulations within the garment manufacturing process.
- Supported internal audits and contributed to process improvements.

IT Support & Administration

May 2013 - Aug 2015

Shimmexgroup Co.,Ltd, Phnom Penh

Web Developer and Digital Marketing

Jan 2016 - Sep 2017

MEN SARUN MDR Co.,Ltd, Phnom Penh

- Developed and implemented cutting-edge web solutions and digital marketing campaigns for Solis Cambodia (www.soliscambodia.com).
- Increased brand visibility and engagement through targeted online marketing strategies.

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General manager

Feb 2018 - Apr 2021

KHB MEDIA PLC, Phnom Penh

- Spearheaded all company operations under the leadership of CEO TIM VUTHA, driving growth in digital marketing, web development, sales, and technical support.
- Successfully managed multiple teams, optimizing workflows across various service lines, including finance, product development, and customer service.

Operations manager

Jun 2021 - Dec 2022

Riich Me Co., LTD

- Directed operations for the ecommerce platform EPOS-GODIGITAL CO., LTD, ensuring seamless execution of business strategies.
- Coordinated cross-departmental teams to enhance efficiency and meet corporate objectives.

Professional Experience

Jan 2022 - Present

Freelance, Phnom Penh

December 2023 – Present

- Provide tailored digital marketing strategies and web development services to a diverse clientele.- Leverage social media platforms like Facebook to generate revenue and expand online presence.

Achievements

Achievements at Mensarun MDR Co., LTD (2016 – 2018)

Role Overview: As a Web Developer and Digital Marketing Specialist at Mensarun MDR Co., LTD, I played a crucial role in developing sales strategies, enhancing the online presence, and building the website for the company's partnership with Solis, a leading tractor brand. My efforts were focused on driving sales growth, increasing brand awareness, and ensuring the digital platform effectively supported the company's goals.

Key Achievements:

1. Sales Strategy Development:

- **Targeted Campaigns:** Developed and executed data-driven sales strategies that significantly boosted tractor sales for the Solis brand in Cambodia.
- **Lead Generation:** Implemented targeted lead generation campaigns that increased inquiries by X%, leading to a substantial rise in sales conversions.

2. Online Presence Enhancement:

- **Digital Marketing:** Launched comprehensive digital marketing campaigns across various platforms, including social media, email marketing, and search engine optimization, which enhanced the brand's visibility and engagement.
- **Brand Positioning:** Strengthened the Solis brand's online presence, positioning it as a top choice for agricultural equipment in the Cambodian market.

3. Website Development:

- **Solis Cambodia Website:** Designed and developed the official website for Solis Cambodia (www.soliscambodia.com), providing a user-friendly interface that showcased product offerings, features, and benefits.
- **SEO and Content Strategy:** Integrated SEO best practices into the website, resulting in higher search engine rankings and increased organic traffic. Developed content that effectively communicated the brand's value

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proposition to potential customers.

4. Digital Sales Support:

- **E-commerce Integration:** Supported the integration of e-commerce features into the website, enabling online inquiries and facilitating customer interaction with the sales team.
- **Analytics and Reporting:** Implemented analytics tools to track website performance and user behavior, providing insights that informed ongoing optimization efforts.

5. Collaborative Success:

- **Cross-functional Collaboration:** Worked closely with the sales and marketing teams to ensure alignment between digital initiatives and sales objectives, contributing to a cohesive and effective sales strategy.
- **Partner Relations:** Maintained strong relationships with Solis and other partners, ensuring that digital strategies supported broader business goals and partnerships.

Achievements as General Manager at KHB Media PLC (2018 – 2022)

1. Overall Leadership and Management

- **Department Oversight:** Successfully managed and coordinated various department heads, including those in Digital Marketing, Graphic Design, Web Design & Development, Video Animation, and Photography & Videography, ensuring alignment with company goals and objectives.
- **Strategic Direction:** Provided strategic guidance and support to departmental managers, facilitating cross-departmental collaboration and ensuring the successful execution of company-wide initiatives.

2. Digital Marketing

- **Marketing Funnel Optimization:** Oversaw the development and optimization of marketing funnels, enhancing lead generation and conversion rates through strategic planning and execution.
- **Google Ads Management:** Directed Google Ads campaigns, including strategy development, keyword research, ad creation, and performance analysis, resulting in improved ROI and increased traffic.
- **Facebook Ads Campaigns:** Managed Facebook Ads initiatives, including audience targeting, ad design, and campaign optimization, leading to a significant increase in engagement and conversions.
- **Performance Monitoring:** Implemented performance metrics and regular reviews to ensure the effectiveness of all digital marketing campaigns and optimize results across various platforms.

3. Graphic Design

- **Creative Leadership:** Guided the graphic design team in creating compelling visual content and marketing materials, supporting the company's branding and client engagement efforts.
- **Project Oversight:** Ensured timely delivery of design projects and maintained high standards of quality and creativity.

4. Web Design & Development

- **Web Strategy Management:** Oversaw the web design and development team, managing website projects and ensuring they met client specifications and company standards.
- **Innovation and Quality Assurance:** Encouraged the adoption of new technologies and design practices to keep the company's web offerings cutting-edge and effective.

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- **cPanel and WHM Management:** Utilized your expertise in cPanel and WHM to manage web hosting environments efficiently, ensuring optimal performance, security, and reliability for client websites.
- 5. Video Animation**
- **Production Supervision:** Managed the video animation department, guiding the creation of engaging video content and ensuring it met client needs and project deadlines.
 - **Efficiency Improvements:** Monitored production processes and implemented improvements to enhance workflow efficiency and output quality.
- 6. Photography & Videography**
- **Project Coordination:** Directed the photography and videography team, ensuring the delivery of high-quality visual content that supported marketing and client objectives.
 - **Client Satisfaction:** Ensured that all visual projects were completed to the highest standards and in alignment with client expectations.
- 7. Operational Excellence**
- **Process Optimization:** Implemented operational improvements across departments, enhancing overall efficiency and productivity.
 - **Team Leadership:** Fostered a collaborative work environment, providing support and guidance to department managers and facilitating effective communication and teamwork.
- 8. Client Relations and Satisfaction**
- **Client Engagement:** Strengthened client relationships through effective management and oversight of service delivery, leading to increased client satisfaction and repeat business.
 - **Service Quality:** Ensured that all departments adhered to high standards of service and quality, contributing to positive client feedback and business growth.

Digital Manager at Riich Me Co., LTD, epos-godigital.com, and eMarketplace

Role Overview: As the Digital Manager at Riich Me Co., LTD, epos-godigital.com, and eMarketplace, I was responsible for overseeing the digital strategy, online marketing, and e-commerce platforms. My role encompassed managing the digital presence across multiple platforms, optimizing online sales channels, and driving digital initiatives that aligned with the company's growth objectives.

Key Achievements:

1. Digital Strategy Development:

- Spearheaded the development and implementation of a comprehensive digital strategy that increased online visibility and drove substantial traffic to epos-godigital.com and eMarketplace.
- Successfully integrated various digital marketing channels, including SEO, social media, email marketing, and paid advertising, resulting in a significant boost in lead generation and conversion rates.

2. E-commerce Optimization:

- Led the optimization of the eMarketplace platform, improving user experience and increasing online sales by X%.
- Implemented advanced analytics and performance tracking tools to monitor customer behavior, enabling data-driven decisions that enhanced site performance and customer satisfaction.

3. Collaboration with KMail Events:

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- Collaborated closely with the KMall team on various events, providing digital marketing support and driving event attendance through targeted online campaigns.
 - Coordinated cross-promotional activities between the e-commerce platforms and KMall events, creating synergistic opportunities that benefited both brands.
- 4. Team Leadership:**
- Managed a multidisciplinary digital team, including content creators, designers, and developers, ensuring the seamless execution of digital projects and marketing campaigns.
 - Fostered a collaborative work environment that encouraged innovation, resulting in the successful launch of multiple digital initiatives.
- 5. Brand Growth and Recognition:**
- Played a pivotal role in elevating the brand presence of epos-godigital.com and eMarketplace in the competitive online market, leading to increased brand recognition and customer loyalty.
 - Leveraged partnerships and collaborations to expand the brand's reach, establishing it as a key player in the digital marketplace.
- 6. Digital Transformation:**
- Led digital transformation initiatives that modernized the company's online operations, enhancing efficiency and scalability.
 - Introduced new technologies and tools that streamlined internal processes and improved the overall digital workflow.

Phnom Penh, August 25, 2024

Chamnab Mey

References

Mr. TIM VUTHA

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Mr. Ly SOK (Purchasing Manager)

Shimmexgroup Co.,Ltd, Phnom Penh

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