



D. RATHANA SRENG

MARKETING MANAGER

CONTACT

- ☎ 089361159
- ✉ srengdrathana@gmail.com
- 📍 Phnom Penh, Cambodia

EDUCATION

2016-2018

CAMBODIAN MEKONG UNIVERSITY

- Master of Business Administration (Management)

2013-2016

CAMBODIAN MEKONG UNIVERSITY

- Bachelor's Degree in Business English

SKILLS

- Project Management
- Trade Marketing
- Branding
- Digital Marketing
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication

LANGUAGES & SKILLS

- Khmer (Native)
- English (Fluent)
- Microsoft Office Suite, , Digital Marketing Tools

PROFILE

Results-driven marketing leader with over 9 years of progressive experience in strategic marketing, brand management, trade marketing, and sales channel development across retail, FMCG, mobility, and health & beauty industries. Proven track record in driving market growth, launching successful campaigns, and leading high-performance teams. Skilled in multi-channel marketing, dealer network expansion, digital strategy, and cross-functional leadership with regional exposure.

WORK EXPERIENCE

Onion Mobility - MVL Group

MAY 2023-PRESENT

Marketing Manager & Dealers Sales Manager

- Lead marketing & creative strategy for EV mobility products, including E-bikes and TukTuks, ensuring successful go-to-market launches.
- Oversee cross-channel marketing communications across TV, digital, social, and offline platforms.
- Manage agency and supplier relationships to ensure timely delivery of campaigns and POSM materials.
- Plan and execute monthly promotions for both retail customers and dealers.
- Expand dealers network, onboard new partners, and strengthen relationships with existing dealers.
- Monitor dealer performance, conduct training, and drive sales to meet annual targets.
- Manage and optimize marketing budgets for multiple product lines

Goodhill Enterprise Cambodia Ltd.

Apr 2022 - May 2023

Trade & Marketing Manager - CBD Department

- Developed annual trade marketing strategies and promotional plans for key accounts and channels.
- Executed new product launches in targeted trade segments, monitoring ROI and campaign effectiveness.
- Partnered with sales teams to ensure alignment between marketing initiatives and revenue targets.
- Managed competitive market analysis to inform business strategies.
- Oversaw promotional budget allocation and resource optimization.

CORE COMPETENCY

- Strategic Marketing & Brand Development
- Integrated Marketing Campaigns
- Digital Marketing & Social Media Strategy
- Go-to-Market Planning & Product Launches
- Trade Marketing & Sales Channel Management
- Budget Planning & ROI Optimization
- Dealer Acquisition & Relationship Management
- Event Planning & Experiential Marketing
- Cross-functional Leadership & Team Development

WORK EXPERIENCE

Fairplus Supermarket & Norm Pharmacy - TH

MAR 2019 - APR 2022

Marketing Manager

- Directed brand positioning, campaign planning, and multi-channel marketing strategies.
- Led creative direction for print, digital, and video content.
- Managed customer insights, analytics, and campaign performance tracking.
- Coordinated event marketing, special promotions, and social media management.
- Oversaw a marketing team, ensuring execution of weekly, monthly, and annual plans.
- Managed department budgets and ensured cost-effective campaign delivery.

H.I Micro Insurance Plc

Senior Marketing Supervisor

2016 - Feb 2019

- Produced TV and radio advertising content, managing media relationships.
- Designed and implemented marketing strategies to increase insurance policy sales.
- Led client acquisition through networking and prospecting.
- Supported executive leadership in marketing operations, event planning, and reporting.

TRAININGS & CERTIFICATIONS

- Digital Leadership Series – Aug 2020
- Marketing Strategy Association Certificate – Udemy, Feb 2019
- Sales & Marketing Strategies & Digital Marketing – Bangkok, Dec 2019
- Video Advertising & Spot Producing – Jan 2020
- Startup Business Course – Udemy, Jul 2024

I.INTERNATIONAL EXCHANGE AND SEMINAR EXPERIENCES

- Singapore International exchange program with Ngee Ann university
- Singapore International program with Nanyang University of Singapore
- InternationalExchange Program and Business Plan Competition with Hitoshubashi University , Japan
- International Cultural Exchange with Korean Students
- International Cultural Exchange with Hong Kong University and Chinese University of Hong Kong
- Loyalty Champion of Innovation and Designing (San Fransciso)

REFERENCE

Mr. Preng Sokol

H.I MICRO INSURANCE / CFO

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Ms.Taing Mey

NORM PHARMACY / GM

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