

Multi-lingual, enthusiastic communications professional with 20+ years of storytelling to achieve brand, reputation, lead generation, and revenue objectives. Demonstrated history of creating content strategies that optimise search engine, paid/organic digital marketing, and social media results.

Talented in translating research insights and strategic goals into actionable, compelling content. Able to thrive in fast-paced, deadline-driven environments. Excellent skills in English, attention-to-detail, organisation, and prioritizations. Champion of mentor-style team leadership.

- Marketing Communications
- Content Strategies
- Storytelling & Branding
- Project Management
- Paid, Organic Digital Marketing
- Editing / Proofreading / Publishing
- Superior Writing
- Team Collaboration
- Relationship Building

Professional Experience

Cuttlefish Media Limited • Thailand • 2021 -

Present

Senior Editor • 2021 – 2022 | Managing Editor • 2022 – Present
([Energy Tracker Asia](#) | [Climate Impacts Tracker Asia](#))

Hired to undertake the building of the editorial program work under Cuttlefish Media Limited (CML). Build and grow the editorial program's media products, both vertically and horizontally based on data and insights to fill in the gaps in the key narratives of the climate action space. Oversee all editorial contents and key narratives for the website and ensure alignment with the wider organization's strategies. Established internal marketing and social media teams to enhance strategic planning and campaign capabilities.

- Developed brand strategy and guidelines as well as editorial guidelines for all editorial products under the editorial program.
- Put in place an SEO-strategy for the website products of the editorial program to leverage driving traffic to website – bringing steady growth to web traffic and Google rankings.
- Collaborate with key market desks within the organization to provide strategic editorial support for key narratives in the climate space in Asia.
- Played an active integral role in supporting the wider organization's strategies surrounding key global and geopolitical events like COP (Conference of Parties), G20 and translating climate impacts into engaging narratives for localized key markets.
- Put together content teams and social teams to bring innovative, emerging digital trends and solutions in the digital marketing and content space to ensure key narratives are strategically targeted to key stakeholders and audiences.
- Continue to introduce new and relevant content / editorial products such as

podcasts and videos based on data and insights that will drive engagement for our key narratives with strategic targeted audiences.

City Holdings Limited • Myanmar • 2012 - 2024

Group Corporate Communications Consultant • 2019 - 2024

Perform communications leadership role for group of business sectors under holding company. Oversee all corporate communications and ensure alignment among group and business sectors. Established internal marketing and social media teams to enhance strategic planning, promotional, and campaign capabilities. Act as editor-in-chief for internal newsletter and digital communications channels and write CEO speeches, external press releases, social media and blog posts, and marketing collaterals.

- Developed brand strategy and guidelines for PR, social media, and crisis communications for City Holdings Limited business sectors; spearheaded Covid-19 communications with BCP team.
- Played an active integral role with the agile teams that were set-up to take the group's digital transformation journey towards its 2025 aspirations as well as implemented innovative, emerging marketing-technology solutions in the retail sector, including creating chatbots that were extended to other sectors due to success in retail.
- Selected to consult to other business units due to subject matter expertise in branding and marketing communications.

Marketing Communications Consultant • 2012 - 2019

Functioned in consultant role to direct all marketing communications. Relied upon by senior leadership team to grow marketing department and develop communications, digital and social media, PR, branding, and event strategies. Proactively created and implemented innovative ideas, such as loyalty applications and e-commerce platform, to achieve awareness and promotional objectives. Streamlined workflows by implementing new SOPs, templates, and formats.

- Partnered with senior leadership team on launching internal digital team and fortifying corporate communications and PR team.
- Improved processes to solidify corporate social responsibility and sustainability frameworks, including producing first Sustainability Report.

Continued...

Nupts & Such Sdn Bhd • Cambodia & Malaysia • 2004 - 2019

Director/Event Planner • 2012 - 2019

Acted in event planning and brand activation leadership role for event planning company in Cambodia and Malaysia. Applied client services and business development skills to expand Malaysia-based marketing and event services to Cambodia. Led daily company operations in Malaysia. Partnered with internal creative teams and built strong relationships with clients and with local event community, vendors, and suppliers.

- Recruited 250+ brand activators to support clientele's brand activation campaigns in Cambodia; crafted training programs in marketing techniques for activation team.
- Engaged with wedding association to produce magazine and promote company's services.

Mai Thanh Advertising • Vietnam • 2002 - 2004

Client Services Director

Directed Client Management team for full-service business solutions agency. Employed strategic planning to optimise above-the-line and below-the-line client campaigns. Administered daily project management, budget oversight, and client billings for multiple clients: Intel, Air France, Unilever, Gold Roast Vietnam, Kotex, Mekong Project Development Fund, and more.

adpeople communications Cambodia Ltd / IMAC Vietnam • Cambodia & Vietnam • 2001 - 2002
Country Manager / Account Director

Served in account leadership role and developed expansion strategy for Vietnam market. (The move from Cambodia to Vietnam was requested by key client, Japan Tobacco International, due to knowledge of JTI's goals) Built agency workflows in Vietnam and coordinated with country government officials, vendors, suppliers, and internal teams. Conducted new business development, project management, and budgeting efforts.

PT Nuvocom EMG • Jakarta • 2001 - 2001

Senior Account
Manager

Led account management department for agency, including training and supervising staff. Crafted marketing strategies for multiple clients: KIA Vehicles, Nokia Distributor, AIWA Singapore, Wacaol Undergarments, and others. Forged cross-department team relationships to deliver integrated campaigns. Leveraged attention-to-detail skills to ensure billing accuracies.

Batey Ads • Malaysia • 1999 - 2001

Account Manager

Crafted creative plans for agency's key account, Japan Tobacco International, in addition to other clients, such as Samsung, Ritz Carlton Hotel, and Hutchison Paging. Established client communications strategies, coordinated with internal departments, and administered client budgets. Organized and executed special events, roadshows, competitive sports functions, exhibitions, and press conferences.

Additional Experience

- Part-time Contributor, *Myanmar Times* (English Edition) – current
- Freelance Writer & Columnist, *New Strait Times*
- Freelance Copywriter, Multiple Clients – current
- Freelance Writer, *Women's Weekly*
- Published Writer, *Silverfish Publications* (*Silverfish Best 25 Short Stories Winner 2004*)

Education & Credentials

Bachelor of Arts in Communications / Advertising
(scholarship) Charles Sturt University, Australia

Diploma in Marketing Communications & Diploma in Copywriting, MARCOMS
(scholarship) Institute Advertising Communications Training, Malaysia

Technical Proficiencies

Microsoft Office Suite • Social Media Platforms • Basic PR SEO Writing

Professional & Community Involvement

Founder, *SoyAi Myanmar and the Children of Tomorrow Youth Centre*

- As part of the self-sustainable mission, launched the SoyAi social enterprise which produces soy milk and tofu and coached a team of youths from the different orphanages that we support to turn this into their own business
- SoyAi had won the ASEAN Impact Challenge in 2017 for Myanmar and had represented Myanmar in the finals in Kuala Lumpur, Malaysia

Micro-influencer in Myanmar (80K Followers), Facebook

- Contents are mostly inspiration / motivational and based on my experience in coaching and mentoring youths from underprivileged communities to turn their lives around positively