

Monyneath RETH
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Experienced marketing specialist with the skill sets in Product marketing, Creative direction, Creative content writing, and Brand activation and development. Seeking to leverage leadership expertise as Marketing/ Branding/ Products Manager. Master's degree in Business Administration, Digital Marketing.

WORK EXPERIENCES

September 2018 - June 2019

Events Manager

AIA Cambodia, Phnom Penh, Cambodia

- Events roadmaps and execution
- Supervise event teams to assure goals delivery

October 2017 – September 2018

Brand Executive

Khmer Beverages, Phnom Penh, Cambodia

- Product marketing road map, and budget plan, media expense and sale volume reports
- New products or flavor launch

July 2016 – October 2017

Senior Marcom Specialist

Smart Axiata, Phnom Penh, Cambodia

- Strategic planning for campaigns/ product launchings/ events
- Flagship events such as International concerts, iflix launch, Smart Music app launch

July - September 2015

Reporter (Internship)

The Rappler, Manila, the Philippines

- Social issues related feature writings
- Real-time reporting via Twitter and Facebook platforms
- Documentary production

EDUCATIONS

2019 – 2021

Master's degree in Business Administrations, Digital Marketing

Rochester Institute of Technology, Rochester, New York

2012 – 2016

Bachelor's degree in Media Management

Royal University of Phnom Penh, Department of Media and Communication, Phnom Penh, Cambodia

TRAININGS/ AWARDS

August, 2018	YSEALI Regional Workshop: Marine Debris Expedition, Indonesia
July, 2017	STRATEGY AND MARKETING XCHANGE, Kuala Lumpur, Malaysia.
December, 2016	Best Video Documentary Awards 2001-2016, Phnom Penh, Cambodia.
November, 2015	First Model ASEAN Meeting 2015, ASEAN Foundation in Kuala Lumpur, Malaysia.
April, 2014	Mekong Business Challenge, Vientiane, Laos
February, 2014	Gold Medal Winner of National Small and Medium Business Model Competition hosted by CIESF, Phnom Penh, Cambodia
December, 2013	JENESYS 2.0 Youth and Cultural Exchange Program, Tokyo, Japan.
March, 2013	Social Enterprise Training, Singapore.

PUBLICATIONS

2019	Nationalism in the Cambodian Market published and archived at the library of Department of Media and Communication, Royal University of Phnom Penh
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