



SOK MEY (IMBA)

Professional Summary

- Data-driven International MBA candidate at Renmin University of China (GPA 3.88) with a foundational degree in Chemical Engineering (GPA 4.0). Combines technical rigor with proven leadership in commercial operations, cross-border business development, and cross-functional project execution. Experienced in managing end-to-end launch cycles, vendor/partner negotiations, and market data analytics. Fluent in English (IELTS 6.5), Chinese (HSK 5), Vietnamese (Beginner) and Khmer (Native); strategically positioned for international supply chain and commercial operations between China and global markets.

Contact

- 📍 Beijing, China
- ☎ (+86) 18813089697
- ✉ sokmey806@gmail.com
- 📅 04, May, 2000
- 🇰🇲 Cambodian Citizen
- 🎓 2026 Graduate
- 🇨🇳 Eligible for China Work Permit

Key Skills

- **Commercial & Operations Management:** Project Management, Vendor & Partner Negotiations, Cross-Functional Team Leadership, Market Entry Strategy
- **Supply Chain & Technical Aptitude:** Process Optimization, Product Lifecycle Coordination, Chemical Engineering Foundation (FMCG/Materials Knowledge)
- **Data & Market Analytics:** Consumer Research (Mixed-Methods), ROI Tracking, Campaign Analytics, Survey & Data Modeling
- **Tools:** Microsoft Office, CapCut, Canva, Meta Business Suite

Awards & Achievements

- 3rd Place, AIGC Video Competition (Jul 2026)
- 1st Place, Haiku Poetry Contest (Jun 2026)
- 1st Place, Spin-Offs Final Pitch (business competition) – Cambodia Academy of Digital Technology (Sep 2023)
- 1st Place, Writing & Video Competition on Human Rights – Transparency International Cambodia (Jul 2024)

Languages & Additional

- **Khmer:** Native
- **English:** IELTS 6.5 - business writing & negotiation
- **Chinese:** HSK 5 - working proficiency
- **Vietnamese:** Beginner
- **Interests:** Beauty, healthcare, innovation, AI tools, cross-border e-commerce, content creation

Key Research & Project Experience

Co-founder & Chief Marketing Officer (CMO) END AUG 2023 – FEB 2026

PethStrey – Women's Digital Health Startup | Phnom Penh/Remote

- **Commercial Operations & Strategic Partnerships:** Sourced, negotiated, and managed external partnerships with key suppliers, medical advisors, and influencers; optimized collaboration terms to maximize campaign ROI.
- **End-to-End Business Operations:** Led digital commercial channels (Facebook, TikTok, Telegram); oversaw product-to-market execution, logistics coordination, and customer support workflows.
- **Revenue & User Acquisition:** Scaled community reach from 200 to 9,000+ active followers within 8 months, directly converting audience engagement into qualified product inquiries and sales.
- **Cross-Functional Leadership:** Directed workflows across technical, design, and regulatory advisory teams to align product launch timelines with channel readiness and operational capacity.
- **Consumer Market Research:** Designed and executed mixed-method consumer research to identify purchasing drivers, translating data into actionable pricing and product positioning strategies.

Digital Marketing & Operations Lead

OCT 2020 – APRIL 2021

OMOHUB Co-working Space | Phnom Penh

- **Business Analytics & Outreach:** Analyzed customer engagement data to optimize space utilization; increased post reach and customer lead generation by 25% within 3 months.
- **Process & Calendar Management:** Structured operational content scheduling and user engagement workflows using trend analysis and performance tracking.

Digital Media Content Creator & Even Coordinator

NOV 2018 – MAY 2019

WEduShare | Phnom Penh

- **Event & Project Logistics:** Coordinated cross-departmental logistics and vendor execution for a 200-attendee international education forum, ensuring zero operational delays.

Education Background

International MBA | GPA 3.88/4.0

Renmin University of China | Beijing City

SEP 2024 – JUL 2026

- Key Focus: Cross-Border Digital Ecosystems, Comparative Market Analysis (China & ASEAN), International Governance.
- Academic Thesis: Empirical Analysis of Digital Health Ecosystems & Trust-Building Interventions in Cambodia and China.

Bachelor Degree in Chemical Engineering & Food Science | GPA 4.0/4.0

Institute of Technology of Cambodia | Phnom Penh

OCT 2018 – JUL 2023

- Joined the "Research and Development" project, financially supported by HEIP credit No. 6221KH and led by team SGA#18 since 2021 – 2023.
- Research on the extraction of bioactive compounds like essential oils and phenolic compounds from local agriculture products (coffee ground waste, turmeric, etc.); published in ITC Journal and presented at national conferences.