

YIN MIZCYL

Head of Operations

CONTACT

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Phnom Penh, Cambodia

ONLINE PROFILES

Facebook | LinkedIn
Telegram | Webpage

EDUCATION

Bachelor of Digital Business
Cambodia Academy of Digital Technology
Graduated: October 2025

CERTIFICATIONS

Introduction to AI
Google · via Coursera
April 2026

Google Analytics Segments
Coursera · Freedom Learning Group
May 2026

Ethical Hacking & Recon
Packt · via Coursera
May 2026

TECHNICAL SKILLS

- AI-Driven Marketing Tools
- Data Analytics & Reporting
- Google Analytics (Certified)
- Social Media Management
- Website & Chatbot Development
- Facebook Ads & Campaign Mgmt
- Alibaba Platform Optimization

CREATIVE SKILLS

- Content Creation (Video, Graphic)
- Brand Strategy & Storytelling

PROFESSIONAL PROFILE

A results-driven Social Media & Technical Specialist with a Bachelor of Digital Business from Cambodia Academy of Digital Technology (CADT). I specialize in data-driven marketing, AI tools integration, and training program management — with hands-on certifications in Google Analytics, AI, and cybersecurity fundamentals.

As the technical backbone of BKD Academy, I co-authored 30+ SDF-funded proposals that trained 900+ entrepreneurs across Cambodia. My core strength is bridging digital strategy with technical execution: from chatbots and websites to multi-platform campaigns that grow brand presence and measurable learner engagement.

KEY ACHIEVEMENTS

- **Technical Backbone:** Spearheaded digital integration across BKD Academy training projects, ensuring smooth execution and measurable outcomes
- **30+ SDF Proposals:** Co-authored and managed 30+ SDF-funded training proposals, securing sustained funding and academic credibility for the Academy
- **900+ Participants Trained:** Enabled training delivery to entrepreneurs, MSME owners, and young professionals in Phnom Penh and Siem Reap
- **Multi-Platform Growth:** Designed data-driven campaigns across Facebook, TikTok, and LinkedIn — measurably elevating BKD Academy's digital education brand in Cambodia
- **Rapid Certification:** Earned 3 Coursera certifications in Google Analytics, AI (Google), and Ethical Hacking within one month (Apr–May 2026)

PROFESSIONAL EXPERIENCE

BKD Academy · Head of Operations
Feb 2025 – Present

- Led technical support for social media campaigns and proposal writing across multiple SDF-funded programs
- Co-authored and managed 30+ training proposals from briefing through final submission and SDF approval
- Contributed to training delivery logistics and learner engagement, reaching 900+ participants nationwide
- Designed AI-powered brand campaigns using tools like ManyChat, Meta Ads Manager, and analytics platforms, boosting Academy visibility

V&N Jewelry · Facebook Page Manager & Technical Manager
Dec 2023 – Present

- Managed and grew brand's Facebook presence through data-informed content, community interaction, and targeted ad campaigns
- Optimized Alibaba storefront and digital platforms, implementing strategies to improve online sales performance and visibility
- Used Google Analytics and page insights to continuously refine targeting strategies and improve overall campaign ROI

INTERNSHIPS & PROJECTS

MindBooks · Social Media Marketer
Jan – Apr 2024

- Produced and managed social media content, community engagement, and video production initiatives

CADT Research Project · Research Lead
2024

- Designed and executed a survey-based academic study on influencer marketing's impact on consumer purchasing behavior

Khoding Hero · Digital Skills Volunteer Trainer
2023

- Taught foundational digital literacy skills to local communities in Battambang as a volunteer trainer

- Proposal & Report Writing
- Research & Survey Design

LANGUAGES

Khmer
Native Proficiency

English
Professional Proficiency

INTERESTS

- Researching AI marketing tools
- Cybersecurity awareness
- Volunteer community projects
- Strategic self-learning

E-Marketing Projects (CADT) · Developer & Campaign Strategist
2023

- Built websites, chatbots (ManyChat), and full digital marketing campaigns with strong technical depth

REFERENCES

Plang Phalla | Lecturer of E-marketing, CADT
093 807 808 (Tel/Telegram)

Oum Saokosal | Lecturer of Digital Business, CADT
012 252 752 (Tel/Telegram)