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**KOUNILA KEO**

www.linkedin.com/in/kounila

Phnom Penh

Cambodia

**WORK EXPERIENCE**

**Founder/Media Strategist When in Phnom Penh Web/Biz Sept 2016– Present**

* Found lifestyle web portal www.wheninphnompenh.com to publish stories about tech,

science & business

* Acquire client accounts and develop their social media strategy
* Recruit and train a team of 10 young writers and bloggers

**Key Account Manager/Strategist Havas RiverOrchid 2013 – 2014**

* Won key clients (Unilever, Nokia, Line app, Pulsar) across Cambodia, Vietnam & Myanmar
* Led a digital team of 5 to drive digital marketing and PR campaigns for 10+ global brands
* Advised Indochina team & clients on social media & Internet trends in Southeast Asia

**Digital Manager BBC Media Action (Loy9.com)** **2011 – 2012**

* Managed a small team to develop social content strategy for the Loy9.com project aimed to

raise young Cambodia’s awareness in social activism, elections, and rights

* Managed channels: Google+, FB, Twitter, Youtube & Soundcloud & developed online

community guideline for BBC Media Action

* Wrote analytical reports on use of mobile technology for outreach & conducted research on

Ushahidi, Frontline SMS and similar applications for disseminating information

**Science Writer Science Development Wesite, UK 2011-2012**

* Produced short science & tech stories about Cambodia’s improvement towards science

[http://www.scidev.net/global/capacity-building/news/south-korea-lends-a-hand-with- cambodia-s-science-plan.html](http://www.scidev.net/global/capacity-building/news/south-korea-lends-a-hand-with-%20cambodia-s-science-plan.html) (sample)

**Freelance Writer/Fixer 2008 – 2015**

* Stories also appeared in Agence France Presse, the Phnom Penh Post, ThmeyThmey.com,

vodhotnews.com, INDEPENDENT UK, Christian Science Monitor, the Bangkok Post,

Empowerwomen.org, IRIN/UN news agency, ABC Australia, Los Angeles Times, [www.scidev.net](http://www.scidev.net/), UNICEF, Australian Red Cross, Global Voices Online, University World News, Asia360news (Singapore), Southeast Globe Magazine (business writer)

**EDUCATION**

**Singapore Lee Kuan Yew School of Public Policy/NUS Aug 2014 – July 2016**

* Master in Public Policy with Minor in International Relations
* Graduate coursework: Media & Public Policy, Policy Analysis, Emerging Markets &

Innovations, Behavioral Economics, Econometrics (Stata)

* Graduate thesis: a 40-page qualitative report on “Use of **Internet of Things** for Ageing Care

in Singapore with a Comparative Perspective from Hong Kong”

**Cambodia Royal University of Phnom Penh Oct 2006 – May 2010**

* B.A. in Media, Journalism, & Communications
* Coursework: Mass Comms, Print/Broadcast Media, CSR, Marketing & Advertising & PRs
* Thesis: a 15mn video documentary about challenges facing *Chhnok Tru* floating village

**NON-DEGREE COURSES**

ASEAN Reporting (Jakarta) by GIZ **09-23 Sept, 2012**

Understanding the social/political/economic dynamics of ASEAN countries

Multimedia & Online Journalism by Institute of International Journalism (Berlin)**Jan-Mar 2011**

Producing content for the web & mastering social media tools

Online Journalism by Deutsch Welle Akardemie (one month in Bonn) **Dec-Jan 2009**

Producing content for the web & mastering social media tools

**ADDITIONAL EXPERIENCES**

**Founder The Cambodian Blogger Network 2013 – Present**

* Organize regular meet-ups of bloggers and blogger festival (2012)
* Initiative projects and collaborate with bloggers and social media influencers for social

causes (freedom of speech & political participation) e.g. UNICEF

**Board Member Youth Council of Cambodia 2014 – Present**

* Support all the policies and programs and oversee their implementation and/or

amendment including: staff policy, finance policy, anti-corruption policy, gender policy &

other policies

* Interpret the organisation's work and values to the community, represent the organisation

and serve as a spokeperson; keep up to date on the business of the organisation

**ASEAN Project Manager Global Initiatives (Singapore) Mar-Apr 2016**

* Assisted key ASEAN government officials and NGOs speakers in the lead up to a business

event “Responsible Business Forum” focusing on food security and sustainable agriculture

**Lecturer UBIS Swiss Business College (Yangon) 22-24 Jan, 2016**

* Designed lesson plans of web strategies for 30 MBA students in Yangon
* Shared successful digital PR campaigns from around the region

**Impact Evaluation Consultant DIAKONIA (Cambodia) March, 2015**

* Co-produced a 49-page report, a program assessment based upon impact, relevance,

effectiveness, efficiency, and sustainability: “Human Rights in the Cyber Age” (Mar, 2016)

* Faciliated a regional workshop on Southeast Asia’s Internet Freedom & challenges of social

media-driven political prosecutions

**Communication Specialist Development Innovations/USAID** **Mar-Aug 2014**

* Organised 30 talks on tech and innovations & engaged NGOs & private sector partners
* Created success stories and digital comms materials for USAID & hosted Google

StreetView & Mozilla’s annual gathering

* Advised a group of civil society on draft of Cambodia’s CyberCrime Law and worked with

Internet companies to propose models for DI

**Co-founder of Film Collective for young Cambodians** **Oct 2009 –Present**

* Produced a low-budget short film, *Twin Diamonds*
* Manage online and offline media channels of 4Ks & assist the PR team to prepare events
* Fundraise for and co-organize annual FILMCAMP and CHAKTOMUK FILM Fest

**President of Media & Beyond Group Lee Kuan Yew School, Singapore 2015 – 2016**

* Organize talks by Google’s Public Policy lead in emerging markets in Dec, 2014 and former

Public Affairs manager for former India’s Minister of State

**International Consultant Government of India, Indonesia, & Russia 2013 – 2015**

* Assisted in developing communciation plans for the embassy’s FB page:

[www.facebook.com/IndiaInCambodia](http://www.facebook.com/IndiaInCambodia)

* Traveled to & blogged about Northeast India, Bandung/Indonesia, Tver/Russia
* Used social media to share with others travels to the countries
* Drafted a 40 page guideline of Usage & privacy protection of Facebook and other social

media channels

**Media Trainer MTV Exit/Civil Rights Defenders/others 2013 & 2014**

* Conducted a number workshops on blogging, digital security and social media security and

privacy protection in Southeast Asia for political activists, students, artists & youth NGOs

**Organizer TEDXPP 2012 (200 people), ASEAN BlogFestival2012 (200 people), FossAsia2014 (800)**

* Fundraised 10,000 USD for FossAsia & co-fundraised 40,000 USD for BlogFest 2012

respectively & managed budgets, designed event programs, and produced reports

**CONFERENCES**

* Participated in Stockholm Internet Freedom (SIF) 2015 & 2013; organised by SIDA
* Spoke at Malaysia Social Media Work 2013 and 2014 in Kuala Lumpur, Malaysia
* Participated in Global Media Forum in Bonn, Germany, June 2012
* Spoke at Wikimedia Argentina: WikiWomenCamp (Buenos Aires, Argentina, May 2012)
* Spoke at blog conferences in Jakarta, Bali, Solo, Kuala Lumpur, Penang, Singapore
* Selected as one of the 10 bloggers to report on 7th UNESCO Youth Forum in Paris, Sept 2011

**GUEST SPEAKER**

* Spoke at TEDx on Blogging as Free Speech Platform: http://bit.ly/mtSaO1 (video) Feb 2011

**AWARDS & PUBLIATIONS**

* First Award for best blog entry, Penang, Malaysia, Sept 2010
* First Prize of “Democracy is” US embassy in Phnom Penh, Apr 2010
* Second Prize for a short essay, "What can young people do to help the government be more effective and accountable?" (World Bank), Dec 2007
* <http://blueladyblog.com>/about & <http://kounila.com> (collection of stories about me in the media)
* Microsoft Office Suite, Adobe Photoshop
* Basic HTML, basic knowledge of CMS (Wordpress, Joomla & Drupal)
* Photography (Canon 70D) & Video editing

(Adobe Premiere & Final Cutpro)

**LANGUAGES PERSONAL DATA COMPUTER SKILLS**

* Khmer (Cambodian)
* March 8th, 1988 (DOB)
* English (Fluent)
* Khmer (Native tongue)
* Thai (Elementary)
* Chinese (beginner)