





BRAK DARA

Digital Strategy Intern

As a digital business student, I have experienced both internship work and class projects related to the digital strategy to solve the problems of businesses.

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EDUCATION

CADT - Cambodia Academy of Digital Technology

March 2021 - Present

BA in Digital Business

ACE - Australian Center for Education

Graduated and Certified in General English Program

SKILLS

- SMM Strategies
- Research
- Content Creation
- Strategic Thinking
- Meta Advertising
- Communication
- Problem-solving
- Adaptability
- Critical Thinking

ARCHIEVEMENTS

Most Improved Performance

Internship at BizKhmer in 2022

Techo Digital Talent Scholarship

First Generation in 2021

WORK EXPERIENCE

Academic Research Paper

The Impact of Using ChatGPT in Education (2023)

Content Writer & Meta Ads Technical Support Intern

BizKhmer Media | October 2022 - January 2023

- Write copy for client's Facebook
- Manage and adjust ads campaign
- Generate monthly reports

Academic Digital Strategy Project

Develop digital communication strategy for "E&M YUMMY" and "Betune Cambodia":

- Conduct in-depth research about the company
- Analyze the competitors and SWOT
- Identify the companies' current challenges impact
- Set the SMART goals of the strategy development
- Select the suitable digital channels
- Develop and Plan the content strategy for the specific timeframe
- Estimate the budget allocations
- Set the measurement and evaluate plan to monitor the performance

REFERENCE

Mr. David Said

Lecturer at CADT

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