

Thiha Htun (Leo)

Senior Communications & Digital Marketing Professional

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PROFESSIONAL SUMMARY

Communications and digital marketing professional with 14+ years of working experience, ten of them leading content strategy, social media growth and multichannel campaigns across Southeast Asia. Currently Regional Communications Manager at Stop Online Harm, running communications across five country markets. Experience spans humanitarian and development programmes (EU, FCDO, USAID) and commercial agencies, delivering 40% engagement growth, tripled web traffic, and donor-compliant, inclusive content. Strong in analytics, team leadership and stakeholder engagement.

CORE SKILLS

Communications & content strategy: Multichannel campaigns, editorial and content calendar management, storytelling, advocacy and brand messaging

Digital & social media: Social media management (Facebook, Instagram, LinkedIn, YouTube), paid and organic advertising, SEO/SEM, multi-format content, CMS (WordPress, Joomla, Squarespace)

Analytics & reporting: Looker Studio, Meta Business Suite, Facebook Insights, Google Analytics, Mailchimp; KPI reporting and campaign impact evaluation

Inclusive & development comms: Trauma-informed, gender-sensitive, multilingual content; donor and brand visibility compliance (EU, FCDO, USAID); CSO and youth capacity building

Leadership & coordination: Cross-functional team management, vendor coordination, stakeholder engagement, project planning and budgeting

PROFESSIONAL EXPERIENCE

Regional Communications Manager · Mar 2026 – Present

Stop Online Harm — Myanmar, Thailand, Cambodia, Laos, Bangladesh

- Lead regional communications across five country markets, covering organic content strategy, paid media and the measurement layer beneath both.
- Run five country Facebook pages with around 26,000 followers, publishing in Burmese, Karen, Karenni, Khmer, Lao and English.
- Delivered 699K views and 500K reach on the Myanmar page in one quarter, with 2,325 engagements and 648 new followers.
- Reached 814K people across three country markets on \$522 of total quarterly ad spend; one Karen-language helpline post drove 2,000 link clicks from 48,400 viewers.
- Published the quarter's best-performing post — a plain list of every helpline channel, reaching 113,500 people — then secured unpaid republication of that information through three media outlets, including ethnic-language broadcasters, as earned media.
- Built live Looker Studio dashboards tracking reach, engagement, audience and paid performance so publishing decisions come from data rather than instinct.
- Designed and built campaign and resource pages on stoponlineharm.org end to end, including the TFGBV Innovation Fund 2026 call for proposals, and commissioned and edited the organisation's blog.

Regional Business Director · May 2024 – Mar 2026

Mekongverse / Rangoon Tech — Thailand, Myanmar, Cambodia, Laos

- Led regional communications and stakeholder engagement across four countries, aligning all outputs with organisational mission and vision.
- Directed content calendar planning and cross-country campaign management for a multi-market portfolio.
- Coordinated multicultural, partially remote teams using workflow and reporting tools to improve delivery and accountability.
- Managed partnerships with local and regional agency partners, ensuring quality delivery against deadlines.

Business Director, Digital Experience · Dec 2023 – May 2024

Big Bang Marketing Group — Myanmar and Cambodia

- Led the digital and account departments of an experiential marketing agency — two associate account directors, a senior account manager, a digital manager, four senior account executives and a content team, plus a producer covering Cambodia.
- Held the agency's major accounts including Heineken, Coca-Cola, Mega Life Science and EAC, spanning 360° campaigns, TVC production and digital advertising.
- Developed and implemented integrated communications campaigns across creative, technical and client teams.
- Delivered event and experiential work in Cambodia, including gala launch event management for Fendi Casa.

Strategic Communications & Engagement Manager · Mar 2020 – Dec 2023

British Council Myanmar — MyJustice II Programme (EU-funded)

- Drove nationwide communications and visibility strategy for the £4M EU-funded MyJustice II programme, reaching over 2 million people across Myanmar.
- Held budget responsibility for the Result Area 1 communications workstream — approximately USD 400,000 across two agency contracts, including scope addenda as delivery expanded.
- Coordinated quarterly content and editorial calendars across 15+ implementing partners, achieving 98% on-time campaign delivery.
- Led a multidisciplinary team of web developers, artists, designers and translation vendors producing trauma-informed, inclusive, multilingual content.
- Managed the Lann Pya legal-awareness app, website and social channels — 100,000+ downloads, rated 4.3 out of 5, with 47,000 returning users by end of 2022 (over half the total) and 43.4% year-on-year follower growth — and the Doh Hlay art-based campaign page at 77,000 followers.
- Grew platform engagement by 40% and tripled year-on-year web traffic through social media, newsletter and public engagement campaigns.
- Used Facebook Insights, Mailchimp and Google Analytics to evaluate performance; oversaw donor branding and visibility compliance and stakeholder reporting.

Senior Account Manager · Dec 2019 – Mar 2020

IRIE Digital Agency (later merged with Duwun Media Group – Ringier AG)

- Held Heineken, the agency's largest account by revenue, alongside DAI.
- Won Good Brothers Group for the agency — sourced through my own network, with the proposal and pitch developed and led by me.
- Managed communications projects for development-sector and private clients from briefing to delivery.
- Coordinated creative and technical teams to align content with client goals, accessibility standards and timelines.

Senior Digital Marketing / Social Media Manager · Mar 2018 – Sep 2019

Proximity Designs — USAID-funded social enterprise

- Developed and managed digital strategy for programmes reaching rural and marginalised communities, including women and ethnic minorities.
- Produced 50+ content pieces a month across web, social and print for the main channel plus Yetagon Farm Advisory, Yetagon Irrigation and Proximity Finance.
- Built Messenger chatbot campaigns delivering farm advice on request — pairing targeted Facebook advertising with a structured chat flow to reach low-literacy rural audiences at national scale, an approach almost unused in Myanmar at the time.
- Reported and wrote field features for Proximity Field Notes, shooting most of the photography myself.
- Led the content production team across all four brands, mentoring junior staff and optimising workflow; reported outcomes using analytics tools.

Assistant Editor, Lifestyle Column · May 2017 – Mar 2018

Duwun Media Group (Ringier AG)

- Wrote, edited and published six to eight articles a day, five days a week, for a high-volume digital newsroom.
- Ran the lifestyle column and the Ayathar food blog page, directing presenters, journalists, photographers and videographers.

- Collaborated with editorial and creative teams on storyboarding and promotion, ensuring inclusivity in headline topics.

Team Leader & Senior Copywriter · Aug 2016 – May 2017

Pixellion Creative Agency

- Senior copywriter paired with the art director on client campaigns, reporting with the account manager directly to the founder and creative director.
- Drafted and edited diverse content, including key narratives for development and social change campaigns.
- Partnered with account managers and designers to create complete communications packages.

Team Leader / Project Coordinator · Aug 2015 – Aug 2016

Kinetic Myanmar Technology Co., Ltd

- Led a team of 10–15 network engineers on Ooredoo's direct internet access rollout.
- Supported the project manager on MPT's microwave tower build and satellite internet delivery for NGOs in Rakhine State.
- Oversaw client communication, reporting and resource management to keep milestones aligned with partner expectations.

Junior Deck Officer · Apr 2012 – Nov 2014

Fuyo Kaiun Shipping Co., Ltd

- Supported cargo handling, safety processes and ISO-related documentation; co-managed ship security and fire safety drills.

EDUCATION

Master of Business Administration — completed, CGPA 3.7 · 2023–2025

Lincoln University, Malaysia

Professional Diploma in Marketing, Chartered Institute of Marketing (CIM), UK · 2024–2025

Strategy First University

Bachelor of Arts, English Literature (Honours) · 2015–2018

East Yangon University

Professional Diploma in Nautical Science (Honours) · 2009–2011

Myanmar Mercantile Marine College

FELLOWSHIPS, GRANTS AND CERTIFICATIONS

DRAPAC26 Fellow — Digital Rights Asia-Pacific, EngageMedia · Manila, June 2026

The Asia Foundation — workshop grant · Women, Peace and Security backlash workshop, 2026

Certified Digital Marketing Associate — Meta Blueprint 100-101, passed with credit (900/1000)

SELECTED PUBLISHED WRITING

Field features for Proximity Field Notes (Proximity Designs), reported, written and photographed by me: From Mines to Mangoes; Life After the Storm; Never Too Late to Learn; and the Leadership Spotlight series.

Lann Pya: looking back and moving forward for legal awareness — programme reporting for MyJustice Myanmar (British Council, EU-funded).

Utility outperforms messaging — an analysis of why an unstyled list of helpline numbers outperformed the quarter's campaign assets, and what that means for communications in crisis contexts.

Full portfolio and case studies: thihahtun.netlify.app

REFERENCES

Eight LinkedIn recommendations from managers, colleagues and agency partners — including current colleagues at Stop Online Harm — at linkedin.com/in/leothestoryteller. Named referees available on request.

LANGUAGES

English (professional working proficiency) · Burmese (native) · Thai (beginner)