

Lyda Ngin

Henderson, NV | (740) 258-8722 | lydangin@gmail.com | lydangin.com | [linkedin.com/in/lydangin](https://www.linkedin.com/in/lydangin)

CAREER SUMMARY

Resourceful communications and project management professional with 10 years of experience driving strategic messaging, brand engagement, and cross-functional initiatives. Proven track record in developing and executing communication strategies, managing high-impact campaigns, organizing successful events, and producing compelling content across digital and print platforms. Skilled in stakeholder engagement, social media strategy, internal communications, and CSR project development.

PROFESSIONAL EXPERIENCE

Justice for all Immigrants | Texas

Communications and Development Associate

October 2023 – Present

A non-profit organization based in Houston, Texas.

- Created high-impact content for internal and external audiences, including newsletters, social media, reports, and web copy, elevating brand visibility and engagement.
- Executed data-informed, multi-channel campaigns that increased engagement by 800% and donor participation by 50%, using audience insights to tailor messaging.
- Drafted and distributed internal communications to align cross-functional teams and support organizational transparency and cohesion.
- Led the strategy and execution of virtual/in-person events and grant initiatives, raising \$150K+ and contributing to 30% of annual revenue.
- Managed multiple communications projects from concept to completion, tracking performance and optimizing workflows for timely, goal-aligned delivery.

Chip Mong Group | Cambodia

March 2022 – July 2023

Public Relations and Corporate Social Responsibility Manager

One of Cambodia's largest conglomerates, comprising 13 companies in construction, beverage production, property development, banking, hotels, retail, consumer goods, and aviation.

- Acted as primary liaison for eight subsidiaries, delivering business insights, managing public relations, and resolving issues for investors, partners, government officials, and stakeholders
- Produced, edited, and reviewed 300+ corporate communication materials annually, including e-magazines, press releases, speeches, case studies, and executive presentations
- Led protocol, media relations, and event planning for 30+ projects, achieving 100% delivery success and strengthening brand perception among millions of customers and investors.
- Managed and mentored the Public Relations team to achieve 110% of the Key Performance Indicators after nine months
- Led development and execution of corporate initiatives, including product launches, grand openings, CSR events, and community renovations, positively reaching and impacting hundreds of thousands of people.
- Collaborated with cross-functional teams across the hotel, aviation, and retail sectors to improve brand alignment and execution, increasing aviation profit by \$35K and securing World Economic Forum membership within five months.

121 Shoppe | Cambodia

May 2021 – March 2022

E-Commerce Project Consultant for Phsar121

Phsar121 is a startup e-commerce company established in 2021 by 121 Shoppe Co., Ltd.

1. Collaborated with developers on web/app development and UI/UX testing to launch www.phsar121.com.
2. Recruited 200+ vendors within 6 months, authored platform content, policies, and contracts.
3. Conducted behavioral research to optimize digital strategy, boosting presence across Facebook Live, TikTok, and Instagram Reels.

Ohio University | Athens, Ohio

August 2018 – May 2021

Graduate Assistant – Global Leadership Center

The Global Leadership Center provides students and staff with remarkable international cultural experiences.

1. Managed the social media channels, doubling engagement and raising awareness of programming within six months.
2. Coordinated logistics, proposals, and reporting for events and international partnerships.
3. Supported exchange projects, building collaborations with over a dozen nonprofits and businesses in Cambodia.

Sinh LLC., | Grand Junction, Colorado*May 2020 – January 2021****Social Media and Communications Strategies Consultant – Redland Liquor***

Sinh LLC is a private company invested in real estate and beverage stores.

- Partnered with developers to launch a fully functional e-commerce platform, UI/UX testing, and payment integration.
- Increased community engagement and sales by 50% through social media content planning, calendar creation, and staff coaching.

United Way of Missoula County | Missoula, Montana*May – July 2018****Development and Marketing Intern***

- Created digital content for email, web, and social channels to support community fundraising campaigns.
- Assisted with event logistics for large-scale initiatives like Over the Edge and Day of Action.
- Maintained web and social media content to ensure clarity and accessibility for donors and the public.

Habitat for Humanity | Cambodia*March 2016 – June 2017****Resource Development, Communications, and Advocacy Specialist***

- Spearheaded major fundraising events (e.g., World Habitat Day, Youth Leaders Build, Housing Forum), raising \$350K+ and engaging 1,200+ participants/volunteers.
- Created donor-focused communications, newsletters, reports, social media content, and presentations for local and international audiences.
- Assisted in researching, developing grant writing materials, and writing successful grant proposals to secure funding in support of organizational goals.
- Coordinated training, workshops, and volunteer engagement to support housing advocacy and community awareness.

NGO Forum on Cambodia | Cambodia*September 2013 – March 2016****Media and Communications Coordinator***

The membership organization has more than 450 prominent local and international organizations as members and over 600 community networks.

- Organized 60+ public events, including press conferences, trainings, media investigations, and multi-stakeholder forums, attracting widespread media coverage.
- Designed and authored publications, annual reports, and digital content for 450+ member organizations and 600+ community networks.
- Collaborated on environmental and budget-related research reports, driving public policy conversations.

Habitat for Humanity | Cambodia*February 2012 – August 2013****Communications and Resource Development Officer***

- Produced 20+ monthly content pieces for reports, media, and donor relations.
- Managed multi-platform branding and volunteer campaigns that reached national and international audiences.

EDUCATION

Master of Public Administration, Ohio University, Voinovich School of Leadership and Public Affairs, *May 2021*

Master of Arts in Communications and Development, Ohio University, Center For International Studies, *May 2019*

Bachelor of Business Administration in English-Based Program, Paññāsāstra University of Cambodia

Bachelor of Law, Royal University of Law and Economics

CORE COMPETENCIES

Corporate Communications | Project & Event Management | Social Media Strategy | Stakeholder & Employee Engagement
| Strategic Planning | Budget Management | Administrative Operations | Adaptability