RATHA SOY

Climate Communications & Engagement

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rathasoy.com
British Columbia, Canada (Permanent Resident)

PROFESSIONAL SUMMARY

I have ten years of communications experience on climate and environmental issues with the United Nations, the European Union and national government. I currently lead communications for a UNEP project on marine litter that runs across nine Asian countries, developing the strategy, running the content calendar and producing the material myself. I have led climate campaigns for the UN in Cambodia, grown UN Cambodia's yearly social media reach from 200,000 to 2 million users, run paid digital advertising, and delivered public events for more than 3,000 people. I write and edit press releases, articles, policy briefs and social content, pitch stories to media, and coordinate content through multi-partner review. I work in WordPress, Mailchimp, HubSpot, Google Analytics, Meta Business Suite, Adobe Creative Suite, Canva and Figma. I live in British Columbia, Canada.

CORE COMPETENCIES

Campaign Communications Strategy	Digital & Social Media Campaigns	Paid Social & Digital Advertising
Writing, Editing & Proofreading	Media Relations & Pitching	Coalition & Partner Communications
Events, Forums & Public Outreach	Design: Adobe, Canva & Figma	WordPress, Email & Analytics

WORK EXPERIENCE

UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP)

April 2025 – Present | Consultancy

Consultant, Communications and Knowledge Products

Bangkok, Thailand (Remote)

- Lead communications for a UNEP project reducing marine litter under the Coordinating Body on the Seas of East Asia (COBSEA), the intergovernmental body of nine Asian countries including China, Indonesia and Viet Nam.
- Developed and implement the project's communications strategy under the region's Regional Action Plan on Marine Litter, with content calendars for internal teams and external audiences.
- Write and edit case studies, policy briefs, sectoral guidance and web content that show how local marine litter initiatives worked and how other communities can repeat them.
- Guide every product through UN clearance with several review rounds open at once, setting priorities and giving editorial direction.
- Run website, newsletter and social media content; review Google Analytics and Meta Business Suite monthly and adjust the plan on what people read.
- Produce short-form video and social content and design graphics, event banners and report layouts in Adobe Creative Suite, Canva and Figma.
- Prepared materials for Bangkok Ocean's Week, bringing experts and government representatives from across Asia and the Pacific together, and supported the event on the ground.

CANADIAN PARKS AND WILDERNESS SOCIETY (CPAWS)

August 2024 – February 2025 | Programme

Young Leaders in Conservation (training programme)

British Columbia, Canada

- Trained in advocacy, media relations, strategic campaign planning and Indigenous-led conservation.
- Co-authored an op-ed in the East Kootenay News on the environmental policies of candidates in the 2024 BC provincial election.
- Co-hosted and facilitated MLA candidate debates where candidates made public commitments on conservation and climate.

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WORK EXPERIENCE (CONTINUED)

DELEGATION OF THE EUROPEAN UNION

August 2023 – February 2024 | Consultancy

Communications and Outreach Expert

Phnom Penh, Cambodia

- Developed and ran the Delegation's communications strategy, growing audience engagement by over 150% across digital and print channels.
- Managed paid digital and print advertising placements to extend campaign reach.
- Planned and delivered Pedal for the Planet and the 2023 Higher Education Fair, engaging 3,000+ participants, coordinating logistics, materials and vendors.
- Built partnerships with local organisations and media to reach harder-to-reach audiences.
- Produced videos, graphics, event banners and written materials.

UN RESIDENT COORDINATOR'S OFFICE

September 2020 – November 2023 | Consultancy

Communications Consultant

Phnom Penh, Cambodia

- Led communications for campaigns on climate change and social protection, developing plans, key messages, media releases and briefing notes.
- Grew the UN's yearly social media reach from 200,000 to more than 2 million users and its followers by 150%, tracking and adjusting through Google Analytics, Hootsuite and Meta Business Suite.
- Coordinated content review across UN agencies and government partners, managing several deadlines and approval chains at once.
- Managed media relations for the UN Secretary-General's visit to Cambodia: media inquiries, press briefings and key messages.
- Managed website content and ran email campaigns through Mailchimp and HubSpot.

MINISTRY OF ENVIRONMENT

April 2022 – April 2023 | Consultancy

Communications Expert

Phnom Penh, Cambodia

- Led communications for a national marine conservation strategy, turning environmental policy and regulation into public campaigns that reached more than two million people.
- Ran the national 4R campaign on marine plastic (refuse, reduce, reuse, recycle) on Facebook and TikTok.
- Wrote policy briefs for the ministry.
- Managed advertising schedules for digital campaigns and coordinated distribution of print and digital materials.
- Designed campaign visuals, social media graphics, banners and report layouts.

UNDP BUSINESS AND HUMAN RIGHTS

July 2023 – October 2023 | Consultancy

Communications Expert

Bangkok, Thailand (Remote)

- Built and managed the website for the Regional Conference on Business and Human Rights and ran promotion across Twitter, LinkedIn and Facebook.
- Worked with the UNDP-UNEP team on the conference communications strategy.

UNDP CLIMATE AND FORESTS

May 2022 – October 2022 | Consultancy

Communications Expert

Geneva, Switzerland (Remote)

- Produced the photos and video for Voices from the Flooded Forest, a five-part multimedia series on forest conservation and the effects of climate change on local communities, and worked with the series writer on the stories.

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WORK EXPERIENCE (CONTINUED)

UN DEVELOPMENT PROGRAMME (UNDP)

May 2018 – September 2020 | Full-time

Communications Officer

Phnom Penh, Cambodia

- Wrote, edited and distributed media advisories, press releases and social media kits.
- Ran day-to-day media relations: daily monitoring, pitching stories to national and regional outlets, and maintaining the media contact directory.
- Handled media for high-level seminars and donor visits, organising press briefings and interviews.
- Ran the launch of the 2019 National Human Development Report, including its landing page and social media campaign.
- Managed two communications staff.

HABITAT FOR HUMANITY

April 2017 – March 2018 | Full-time

Youth Engagement Officer

Phnom Penh, Cambodia

- Planned and ran events for 1,000–1,500 participants and the National Housing Forum for 200–250 policymakers and stakeholders.
- Coordinated media engagements including roadshows and radio and TV appearances.

SPECIAL ASSIGNMENT

COVID-19 CRISIS COMMUNICATIONS TASK FORCE

May 2020 – September 2020

Task Force Member

Phnom Penh, Cambodia

- Contributed to the Ministry of Health and WHO COVID-19 Risk Communications Group and produced urgent public materials for national distribution.

EDUCATION

MASTER OF ARTS IN MEDIA AND SOCIAL CHANGE

University of Sussex | In progress (online)

Focus: strategic communications for advocacy, digital media and public engagement.

BACHELOR OF ARTS IN INTERNATIONAL RELATIONS

University of Law and Economics

GPA: 3.8 / 4.0

PROFESSIONAL DEVELOPMENT & TRAINING

- Languages: English (fluent), Khmer (native)
- UNDP Communications Training, Bangkok, Thailand (2019)
- HYLB Leadership Academy, Makati, Philippines (2019)