

SUPHATTIYA LEELATHIPKUL (TITA)

Tita.leelathipkul@gmail.com | 061-959-2669 | [Linkedin](#) | [Portfolio](#)

EDUCATION

Master of Science in Integrated Marketing, New York University, USA

Sep 2019 – May 2021

Concentration: Brand Management | GPA: 3.9 | The Best Team Player Award, NYU Marketing Association

Bachelor of Arts, Chulalongkorn University, Thailand

Aug 2014 - Jun 2018

Major: French | Minor: Communication Arts | GPA: 3.61 (First Honors)

WORK EXPERIENCE

Shopee Thailand, Social Media Analyst, Bangkok

Apr 2022 – Present

- Successfully drove Shopee TH to be the Top 1 Brand Account in Thailand in 2022, 40% increase in followers.
- Analyzed data to identify consumer insights and the efficiency of campaigns; reporting the content types, product categories, Shares of Voices by channel -- FB, IG, TW, YT, and TT, which helped my team to strategize and generate more traffic and revenue.
- Allocated boosting budget on different content types, and objectives. Optimized TikTok Ads and Google Ads; generated a new boosting strategy and maintained 45% below the average CPNF and CPM on TikTok as well as 60% less than the average CPV on YouTube. Collaborated closely with TikTok Team to discuss on trends.

Chim Media, Marketing Manager, New York

Jul 2021 – Mar 2022

Marketing agency specializing in the food and beverage industry.

- Conducted A/B testing using Facebook Ads Manager to understand the customers' social media usage and their preferences in the food and restaurant industry.
- Planned and executed social media campaigns, such as weekly instagram reels, giveaway contests and public relations events resulting in an increase in website traffic by 40% including a double conversion.
- Platinum Winner Awards for Social Branding and Digital Marketing Campaign, **AVA Digital Awards**

Rhinish Travel Company Limited, Marketing Strategist, Bangkok

May 2017 – Feb 2021

Specialized company in luxury and gastronomic travel for B2B services.

- Researched on tourism industry insights during the Covid era to seek a new revenue stream. Developed a domestic corporate travel service, which became 90% of the company revenue.
- Collaborated with global brands -- **Nestle, Honda, and Louis Vuitton, PTT, and Japan National Tourism.**

ExxonMobil Limited, HR, Bangkok

Jun - Aug 2017

- Proposed and engaged a new platform to provide an effective onboarding process -- consequently, there was a 5% increase in hire new rate and a 20% decrease in employee onboarding time

Siam Piwat Company Limited, Marketing Planner, Bangkok

Jun - Aug 2016

- Oversaw multi-channel strategic plan e.g. special discounts and reward redemption for the loyalty membership program. Resulted in 3% decrease in churn rate and 5% increase in number of new users.

ACHIEVEMENTS IN MARKETING

New York University, Real World Program with Porsche Americas

Jan - May 2021

- Managed the team to conduct an in-depth interview on millennials' perception on Porsche. Executed an experiential marketing campaign for Porsche to collaborate with modern arts galleries.

Marketing Association of Thailand, Honorable Mention Award out of 4,200 candidates

Apr 2018

- Worked in a team of ten members and built a real-world marketing plan on social media and PR strategy.

Thai Webmaster Association, Winner and Best Teamwork Awards out of 2,000 applicants

Jan 2018

- Worked as the main marketer among developers, content creators and web designers to create marketing and business plans. Led the team won the competition by initiating an e-commerce platform for local rental dress shops and theme-party lovers.

SKILLS

Certifications: Google Analytics Certificate, Chulalongkorn 6-Week Modern Marketing Course

Technical Skills: TT Ads Manager, FB Ads Manager, Google Ads, Tableau, Wordpress, Mailchimp, Advanced Excel, SQL, R, Advanced Google Sheet, SEO Audit, TalkWalker, DataSuite

Languages: Thai, English, French, Chinese