

## Mr. CHULA PERMTHONG

(นายจุฬา เพ็มทอง)

closures@gmail.com

95/303 Soi. 15/7, Bangbuathong, Nonthaburi 11110, Thailand

Mobile: 092-280-1978

Home: 02-925-0177



### PERSONAL DATA

<b>Nationality</b>	: Thai	<b>Birth Date</b>	: Sep 25, 1986
<b>Height</b>	: 180.0 CM.	<b>Weight</b>	: 68.0 Kg.
<b>Own car:</b>	: Yes	<b>Salary</b>	: Negotiable

### EDUCATION

#### Master's Degree in Information System and Technology

California Lutheran University, United States, GPA. 3.76/4

February 2011 - February 2012



#### Bachelor's Degree in Information Technology

Rangsit University, Thailand, GPA. 3.06/4

March 2005 - October 2008



### WORK EXPERIENCE

#### Infobip (Thailand)

**Company's Industry:** Telecommunication / IT

**Latest Position:** Sales and Account Manager

**Latest Salary :** 50,000 THB per month + Commission/other compensations

#### **Responsibilities:**

- Presentation and sales of our telecommunication services to a range of potential customers such as enterprises, financial institutions, insurance companies, and assigned industries
- Management of the entire sales process, from first contact to closing the sale
- Process contract and price negotiation with clients
- Analysis of competitors and market intelligence activities in order to develop new business opportunities
- Collection of product feedback, presentation of ideas for improvements and innovation to technical teams
- Assistance to the Sales team and Sales Director in product updates, training, and exhibitions organization
- Ensure achievements of company sales and distribution objectives
- Build and maintain constant communication with all relevant partners, and keep them informed about the strategy and timing of new product introductions.

#### **Key Achievements:**

- Develop business relationship with 40 new customers across industries (Automotive business, Retails, e-Commerce, Government, and micro finances)
- Over achieved sales growth 66% and sales target 95% for the first year.

January 2014 – Current

**infobip**

**A.L.T. Inter Corporation Co., Ltd. , Thailand****July 2012 – January 2014****Company's Industry:** Telecommunication / IT**Latest Position:** International Sale and Business Development**Latest Salary :** 28,500 THB per month + Commission/other compensations**Responsibilities:**

- Perform sales and formulate marketing strategies for company products in International market
- Monitor on regular intervals, and seeking for any opportunities internationally
- Identify and prioritize opportunities for current and new international markets
- Visit oversea customers when is required
- Travel to international markets as needed to identify opportunities, and work with distributors and local partners to develop strategies for growth.
- Prepare and present proposals to customers for bidding project.
- Coordinate and gather Information and requirements between customers and our engineers.
- Monitor project status and time frame in order to deliver efficient solutions on time.
- Report Sale forecast and marketing plan quarterly.
- Develop approach for each international market, and evaluating results to achieve those goals
- Research and analyze AEC trends and market opportunity to deploy business strategy
- Build and maintain constant communication with all relevant partners, and keep them informed about the strategy and timing of new product introductions.

**A&D Intereducation Company****June 2012 – July 2013****Company's Industry:** International Education**Latest Position:** Study Abroad Program Manager**Latest Salary :** 18,000 + commission**Responsibility:**

- Research the market, competition, and competitive advantages in different ways that may affect the operations of the department, and use information for analyzing SWOT of particular schools, countries, and target market and decision making in business strategy and operation.
- Determine marketing and sale strategy for study abroad programs, including English course, work and study, internship, au pair, university courses in order to be effective, appropriate, and consistent with organization's missions.
- Identify potential customers, develop new business and to prepare advance schedules of corporate visits
- Contact and coordinate with persons, schools and organizations. Involving both public and private sectors, both domestically and internationally, in order to establish good relations with suppliers and customer shall be continued
- Administrative support for processing of students
- Assist accountant with clerical duties including processing all incoming payments and other tasks as needed
- Organize and maintain affiliation agreements with U.S. colleges, and overseas partnership agreements
- Develop marketing campaign, study program and seasonal promotions for client needs in order to maximize customer satisfaction, and accurately advise students and parents.
- Providing outstanding client consultation on business and related issues.
- Control, analyze, and find ways to improve relationships with customers.

- Generate monthly marketing and enrolment reports for distribution to all staff and monthly reports.

### **Mainichi Academic Group, Bangkok , Thailand**

**January 2009 - February 2010**

**Company's Industry:** Education

**Latest Position:** IT and Web Designer Officer

**Latest Salary :** 15,000 THB per month



#### **Responsibilities:**

- Analyze keywords to create proper SEO and strategic planning for PPC and e-marketing
- Develop and manage company's website, including updating contents, news, and events
- Coordinate across an organization in order to analyze needs and deliver an efficient I.T. solutions
- Utilize diverse technology to use with company's website, such as CMS, Social media, and email marketing
- Maintain information system in company, including software, hardware, and networking
- Setup information technology and system at seasonal events
- Train employees to use technology appropriate and efficient
- Create printing advertisement and campaign from seasonal events
- Coordinate with marketing and sale department to develop efficient technological tools

### **Internship and On Job Training**

#### **TOT Public Company Limited, Bangkok , Thailand**

**March 2007 - May 2007**

**Company's Industry:** I.T. - Software/Telecommunication

**Latest Position:** System Analysis

**Latest Salary:** Unpaid



#### **Responsibilities:**

- Maintain Windows Server 2003, preparing documentation for TOT's auction department.
- Monitor the working of the different applications and check that all the work is being carried out smoothly.
- Enforce IT, security and safety procedures and policies in accordance with corporate IT policy and direction.

### **SKILLS & LANGUAGES**

#### **English Language**

<b>Reading</b>	<b>Listening</b>	<b>Writing</b>	<b>Speaking</b>
Fluent	Fluent	Advanced	Fluent

#### **Computer:**

- Content Management System (CMS) ie. WordPress, Joomla, Magento, HTML, Adobe Creative Suite, Microsoft Office, UML, PHP, C#, MySQL, TCP/IP, Security principles, Oracle
- Familiar with SEO, SEM, PPC principles Google analytics, Social Networking Platforms, and, Online Marketing
- Highly adaptive with utilizing existing technological tools, knowledge and organizational skills.

#### **Other Skills:**

- Works well in collaborative and team-oriented settings, and also comfortable working individually
- Responds to pressure and time sensitive projects with strict deadlines in a timely fashion.
- High level of responsibility, Sense of services, Customer oriented and negotiation skills

- Possess excellent communication, interpersonal, problem solving, and leadership skill

## **ADDITIONAL INFORMATION**

### **Erected for Chief of students of Information Technology, Section of I.T. Department**

- Responsible for experience on work especially project management, leadership, decision making, open mind, problem solving, encounter problems, conflict solving and apply the experience to the work.
- Coordinate with several faculties, including professors, students, and other chief of students from other faculties in order to create activities.
- Accountable for social activities in I.T. Department in the university i.e. freshman meeting, events, and exhibition.

### **Chairman, Seminar on Information Technology Management**

- Achieving the experiences in seminar, project management, planning, and learning, coordination with other sections, controlling, and team monitoring and reporting.

## **References**

**Name:** Jim Minor

**Position:** Center Director of ELS-New Haven

**Relationship:** Adviser at English school in the United State

**Duration:** 2years

**Contact information:**

c/o University of New Haven

1211 Campbell Avenue (Charger Plaza)

West Haven, CT 06516

Tel: 203.931.2970 / Fax: 203.931.2975

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