

CURRICULUM VITAE

PERSONAL INFORMATION

Name: Ms. Sarinya Sangiemsak
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E-mail: a_sarinya@hotmail.com
Date of Birth: 26 March 1979
Nationality: Thai Martial Status: Single
Current Salary: 60,000 Baht+Allowance Expect Salary: Negotiable



OBJECTIVE:

To obtain a challenging position to help a company to its next level through skillful management and by motivating, supporting, cooperating the cross-functional team to achieve higher standards of performance.

SUMMARY OF QUALIFICATIONS:

Skillful and dedicated the Marketing & Sales professional especially online marketing with proven record of relevant 14 years' experience which focus mainly on IT business for both online and offline field, not only responsible and accountable for efficient management to business plan and marketing mix but also including communication, to achieve branding and positioning objective.

- Highly energized & enthusiastic with sale and marketing skill.
- Flexible and tough, effective working independently or as a cooperative team member and able to work with a variety of people.
- Strong communication and relationship building, Positive attitude, Service oriented.
- Strong skills in time management, prioritizing task, and meeting deadline.
- Able to negotiate for win-win situations. Seeks opportunities to improve and develop

VOCALTIONAL EXPERIENCE:

CP ALL Public Co., Ltd (24 Shopping Co., Ltd)
Online Marketing Department Manager

July'13 to Present

- Head of Online Marketing team of 4 e-commerce websites who report directly to Head of E-Commerce. Responsible for the development, coordination, implementation of the online marketing strategy, trade promotion & campaign under allocated marketing budget by the objective to maximizing revenue, ROI and minimizing CPA. Covering digital marketing disciplines such as paid/organic search, Email marketing, affiliate marketing, viral marketing, social network, content management and also partnership management.
- Co-ordinate & synergy with CP ALL's marcom, operation and other related teams for Omni Channel strategy- online & offline.

WP Creation Group- Bangkok, Thailand
Product Manager

Apr'12 to June'13

- Work as Product Manager for development of Innovation Digital Marketing business such as Mobile Applications & Platforms, VOIP oversea call service and other digital marketing product for boost up viral marketing. Need to come out with the initiative project and conduct business proposal for Top management approval, then contacting & networking with Thai Developer for product development as well as conduct marketing and sell plan.

Cyber Planet Interactive Public Co., Ltd – Bangkok, Thailand Mar'10 to Mar'12

Business Development Manager

- Reporting directly to Managing Director, responsible for developing channel partners from both government and business sectors as well as domestic and international market.
- To plan and prioritize personal project sales activities and customer/prospect contact towards achieving agreed business aims, including costs and sales - especially managing time and productivity for PC, console, social network game, Online game and animation business.
- To communicate, liaise, and negotiate internally and externally using appropriate methods to facilitate the development of profitable business and sustainable relationships.

Sapphire Technology Limited – Hong Kong (BKK Based) Mar'07 to Jan'10

Business Manager-ASEAN

- To manage the Marketing and Sales of channel customers in computer components sector – Graphic Cards throughout the assigned markets to deliver profitable revenue.
- To responsible for planning and implementing business strategies to achieve targeted sales volumes and introducing distribution channels. To monitor the achievements of product sales through expected channels, investigating areas of strength and weakness in order to develop and formulate recovery plans.
- To coordinate and support all marketing and promotional activities to enhance Company's brand in the region.

Selected Contributions:

- ✓ Establishing new business partners in Thailand
- ✓ Increased Sale Growth over 100% from year 2006
- ✓ Increased Customer Bases up to 100% from year 2006

Dcomputer Co., Ltd. – Bangkok, Thailand

Apr'06 to Mar'07

Senior Product Manager

- Establishing and maintaining good relationship with the related partners, and vendors to secure the supply of necessary products, exclusiveness deal, project and special funding.
- Developing and managing overall lifecycle including new product objectives, positioning, and forecasting together with understanding the needs and demand of the target
- Determining appropriate strategy and portfolio mix. Leading and Conferring with Marketing Communication Department regarding Marketing strategies ensuring alignment with category strategy.

Selected Contributions:

- ✓ Responsibility in VGA Accelerator products of 2 leading brands of computer hardware industry by representing. over USD 0.95 million in sales revenue and/or generating sales of USD 10.60 million annually
- ✓ Increased all product line sales from USD 2 million in Q34FY2005 to USD 2.50 million in Q3FY2006, a 23.6% increase compare with 5% increase of all market.
- ✓ Negotiating deal with Vendors for more market supporting & funds and also managing all type of supporting funds and Target Incentive program by representing over USD 0.45million annually.

New Era Interactive Media Co., Ltd. – Bangkok, Thailand

Apr'04 to Apr'06

Assistant Marketing Manager

- Reporting directly to Managing Director, responsible for a product line of top-notch internationally renowned publishers in Game Industries.

- Lead a cross-functional team, developing and implementing marketing communication programs and media campaigns in support of new product launch with regards to marketing, sale achievement under specific budget and partnership management
- Developing and implementing media relations program which included serving as media contact, pitching stories to national Medias, online services, write press released and developing media materials such as fact sheet and press kits.
- Analyzed consumer and trends and conduct competitor analysis resulting in strategy recommendation. Determining sales forecasts for proposed new products, justify new product analysis, and also analyze competitive product in terms of features and rating as well as price points.

Selected Contributions:

- ✓ Represented a Thai distributor to attend Activate Asia 2004 and 2005 at Hong Kong and E3 (Electronic Entertainment Expo 2005) at LA Convention Center, CA., USA.
- ✓ Increased media coverage by 100% from Year 2003 through a media relation program.
- ✓ Achieved highest sale revenue in Year 2004 since company was established.
- ✓ Establishing new business partners for support sponsorship programs.

Thai Yamaha Motor Co., Ltd. – Bangkok, Thailand

2001 to 2004

Marketing Officer

Providing high-level support to the Section Manager and the Business Team, ensuring the department runs with an efficient and organized way.

Selected Contributions:

- ✓ Contributed effective marketing plan to compete with competitors especially smuggling market for Marine product.
- ✓ Being a representative of the young group to present marketing plan & strategies for new product launching to President and other committees.
- ✓ Collaborated in team of motorcycle business plan and organize YAMAHA SWITCH CAMPAIGN and MIO LAUNCHING

EDUCATION BACKGROUND:

1996-2000	Assumption University , Bangkok, Thailand Bachelor's Degree in BA Majoring Advertising Management
1993-1995	Mahaphruttaram Girl's school, Bangkok, Thailand High School Certificate, Science-Math Major

LANGUAGES:

Thai: Fluent written and oral skills
English: Fluent written and oral skills

REFERENCES:

1. Mrs. Sasiyada Nakprasit, HR Manager
Callvoice Communication, Thailand/ Mobile: +66 (0) 8-9919-6827
2. Mr. Parin Songpracha, Former Head of E-Commerce at CP ALL
Public Company Limited, Mobile: +66 (0) 8-5557-0003