

Mr. Boongeat Puttha

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👉 *Look for a challenging position in
eCommerce management, Digital
Marketing, Project management with a
growth-oriented company which recognize
and rewards valued-added performance,
loyalty, competency and commitment to
excellence.*



EXECUTIVE SUMMARY:

- Over 10 years of professional experience in Digital Marketing strategies & plan, eCommerce management, Remarketing, agencies cooperation management, service recovery process management, budget allocation management, project & resources management, digital brand presence & awareness management, integrated marketing communication (IMC), etc....
- Extensive knowledge of digital marketing, digital content strategies & plan, SEO & Pay-Per-Click optimization (ads text, GDN, remarketing, facebook ads, twitter ads, etc...), conversion rate optimization (CRO - A/B testing), buying funnel analysis, UI/UX analysis, etc...
- Over 10 years' experience in international project management for medium and large-scale projects (Europe & Asia). Lead multi-disciplinary development teams of 5-30 personnel with project budgets up to £80,000. Played roles in projects for over 100 clients in various industries.
- 4 year experiences of World Brand Name clients support management. Lead multi-disciplinary development teams of 5-30 personnel with more than 100 e-commerce web sites.
- Good eye for detail and excellent troubleshooting and documentation skills, as well as show a high degree of initiative and ability to work through problems.

PROFILE:

- Thai nationality, single
- 38 years old (born on 16th October 1978)
- Strong sense of responsibility and emergency
- Ability to work either independently and as a team
- Fast learning and hard-working in a challenging/dynamic environment
- Efficient communication, coordination and presentation skills
- Manageable to handle multiple tasks simultaneously
- Possess solid analytical, problem-solving, decision-making skills

EDUCATION:

Bachelor's Degree in Computer Sciences, Mar. 2001

Faculty of Science, Thammasat University

Studying in Master of Business Administration program in Strategic Management

Thammasat Business School

LANGUAGE:

- Good communication in English

TRAININGS:

- **Supervisory skill training by MPI, 2012**
Landmark hotel.
- **Interview workshop by Suchada Suksawadhi na Ayudha, 2011**
Internal training, Venda Software Development Ltd
- **Management training by John Wagner, 2011**
Internal training, Venda Software Development Ltd.
- **Project management – Earn Value Management by James Helm, 2010**
- **Process improvement by James Helm, 2010**
Internal training, Venda Software Development Ltd.
- **7 Habits and workshop by PacRim, 2008**
Internal training, Venda Software Development Ltd.
- **Certificate in Developing Application Using Lotus Workflow 3, Sep. 2004**
- **Certificate in Using LotusScript Domino R5 Application, Oct. 2001**
- **Certificate in Domino Application Security & Workflow, Oct. 2001**
- **Certificate in Domino Application Architecture, Sep. 2001**
- **Certificate in Domino Designer Fundamentals, Sep. 2001**
Lotus Authorized Education Center, BSP Co., Ltd.

HARD SKILLS:

eCommerce: Web Analytic Tools Ex. Google Analytics, Tag Manager, etc...
SEO analysis Tool Ex. MOZ
CRO - A/B Testing tool Ex. Optimisely
Web Performance Testing Tool Ex. YSlow,
SMS tools
etc...

EDM: MailChimp, SARE, Epsilon, Eloqua

CMS: WordPress, Kentico, Magento, etc...

Graphic: Creative Cloud Ex. Photoshop & Illustrator

Others: Microsoft Office Ex. Word, Excel, PowerPoint

Databases: Oracle, Microsoft SQL Server, MySQL, etc...

Languages: HTML5, CSS3, JQuery, XML, PHP, JavaScript, etc...

CERTIFICATES:

- CLP Domino R5 Principal Application Developer, Dec. 2002
- CLP Domino R5 Application Developer, Dec. 2001
- Certified Lotus Specialist Developer, Dec. 2001

EXPERIENCES:

Direct Asia (Thailand) Co., Ltd.

Nov 15 – Present

eCommerce Manager

My responsibilities can be defined below:

- Responsible whole loop of digital strategy from campaign planning to execution and optimization
- Design digital content strategies & plan and work closely with agency to create and publish consistent & attractive contents via social media channels to keep brand presence and user engagement
- Collaborate with agencies/partners to initiate and implement ideas to draw traffic and converse to sales with various techniques (Ads Text, GDN, Carousel Ads, Remarketing, Leads Gen, etc...). Also monitor performance and budget allocation to meet acceptable range
- Budget allocation for each paid channels. Analyze & optimize to make a better performance
- Analyze and propose idea or techniques (A/B Testing) to improve web site/processes/UX/UI to enhance efficiency and reliability
- Analyze trend and historic data to find out problem or steps that can stop user from purchasing (Funnel Analysis)
- Be proactive by look for opportunities to enhance performance & usability. Also seek for weakness and raise to respective team for improvement
- Develop yearly plan to align with company strategies and track performance closely
- Manage and handle overall eCommerce activities such as online order tracking & management, content management, service recovery management (customer complaint), sales and marketing activities, etc...
- Handle ad-hoc and unforeseen issues/situation to make sure that everything runs properly

King Power International Co., Ltd.

Jan 15 – July 15

Department Manager - Web Management Department

My responsibilities can be defined below:

- Manage and handle overall ecommerce operation, online order management, content management, sales and marketing activities, government sector relation management, etc...
- Develop and improve existing processes to enhance efficiency and reliability
- Collaborate with respective team/partners to apply new technology supporting sales & marketing opportunities and drive operation efficiency
- Initiate and/or implement ideas to enhance user experience, product importing, sales and marketing campaign
- Monitor online activities to make sure that all transactions are processed smoothly and correctly
- Support colleagues/subordinates in terms of technical issues, training, suggestion, etc... Also advise the best practice for ecommerce (Do and Don't)
- Take care of new phase development to fulfill business requirement and drive web site capacity to the next level
- Develop yearly plan for current and next year align with company strategies
- Handle ad-hoc and unforeseen issues/situation to make sure that operation runs properly

Oriflame Management Asia Ltd.

Jan 13 – Dec 14

Online Business Manager, Greater China & Asia Pacific

In addition to take care China, Indonesia, Myanmar, Thailand, and Vietnam, my responsibilities can be defined below:

- Develop Online & Social Media - yearly plan and strategy for Greater China and Asia Pacific align to global strategy and objective and deliver to those countries
- Collaborate with global team (Sweden) to develop and provide countries appropriate online and social media plan, roadmap, tools and material to boost product launch and sales activity
- Strengthen the Oriflame brand through brand fan engagement by deliver roadmap with contents and images relates to product launch and various life style to make an attractive user experience
- Initiate and/or implement initiative ideas to countries enhancing user experience, product launch, sales and recruitment
- Research and investigate limitation and sensitive factor from each country and design appropriate solution for them
- Monitor countries activities via both of online & social media channels and produce report and statistics for analysis and future planning. Report also is delivered to respective person
- Collaborate with regional team to enhance communication channel between regional and local and reduce redundancy
- Meet and train representative from each country about rules and regulation, new tools and platform, and material usage right
- Support web administrators in terms of technical issue and CMS. Also advise the best practice for online and social media activity (do and don't)

Venda Software Development Ltd.

Mar 05 – Dec 12

Client Technical Support Team Leader

In addition to support more than 100 world brand name clients and new eCommerce projects, my responsibilities can be defined in the six aspects below:

Technical support team leading

- Handle client's issue via Client Request Management Tool, prioritize tasks by severity and priority level, and then assign to appropriate resources to take care
- Monitor status and make sure that the team produces and delivers high quality work (**First Time OK**) to client on time following Service Level Agreement (**SLA**)
- Collaborate with other departments to find out the best solution for clients
- Supervise team technically – internal and external team
- Building up an energetic team. coach, encourage, educate and supervise team members to perform at maximum capabilities
- Report status and issues to Head of Web Development department (daily tickets and progress report, SLA and FTOK report, request pending report, Incident report, situation review report, etc...)
- Action to critical issue, produce root cause analysis, propose action plan and process improvement plan (if need) and summarize to incident report

Project management

- Analyze and review customer requirements and designs
- Create and monitor project schedule and make sure that project will be completed on time with high quality
- Quote time for special requirement and non-standard functionality
- Coordinate with other departments for integration work and find out the best solution for customer
- Report projects status and general issues to Head of Production department
- Control cost of each project and department

Resources management, Training and Recruitment

- Utilize and manage share resources among Project & Support team
- Manage Staff Life Cycle (recruit, promote & resign)
- Recruit and train new staffs about Venda platform, web standard, accessibility, and work process
- Update and create new training materials (documentation, presentation, training class and schedule, etc...) and organize training classes for all staffs in company
- Initiate new training to enhance staff performance, potential, and competency

Executive Assistant

- Create executive reports for Head of Production and COO Ex. Productivity and daily tracking report, on-time delivery reports, quality reports, etc...
- Manage staff's productivity
- Assist Head of Production and Executive team in terms of team management

Process improvement

- Initiate idea, present, and plan to improve team performance
- Analyze issues during project implementation, point out the root cause and setup action plan
- Push staffs to give feedback and more communication. Especially about initiative
- Keep up on the latest technologies and share to other staffs

Banpu Public Company Limited.

Dec 03 –Feb 05

System Analyst

- Analyze, design, and implement Lotus Notes Applications to meet the end-user's requirements using Domino Designer R5 or later. Including Banpu website renovation and maintenance
- Responsible for maintenance of Lotus Notes Mails using Domino Administrator
- Complete projects, deliver and train end user how to use
- Provide assistance and consulting to end-users (call and on site)
- Research new technology to develop and improve business process in organization

SVOA Public Company Limited.

Apr 03 – Nov 03

Lotus Notes Programmer

- Analyze, design, and implement Lotus Notes Applications to meet end-user's requirements using Domino Designer R5 or later
- Responsible for maintenance of Lotus Enterprise Integrator
- Complete projects, deliver and train end users how to use it
- Provide assistance and consulting to customers (call and on site)
- Research new technology to develop and improve business process in organization

Big Communications Ltd.

May 01 – Mar 03

Lotus Notes / Web Programmer

- Analyze, design, and implement Web Applications and Lotus Notes Applications to meet client's requirements and specification using appropriate technologies (ASP, PHP, Java Script, HTML, DHTML, DBs, Domino Designer R5 and CSS)
- Complete projects, deliver and train customer how to use it
- Provide assistance and consulting to customer (call and on site)

CURRENT SALARY: THB 110,000 per month
EXPECTED SALARY: THB 120,000 per month (Negotiable)

ACHIEVEMENT:

Project/Client Name: *eSupply B-2-B commerce website*
Position/Company: Project Team Leader / Venda Software Development
Project Period: September 2007 – February 2008
Manpower 10 Persons

Project Profile

eSupply Systems is a web-based MRO platform which facilitates the property management industry's MRO supply needs. This site is quite complex and challenge. There are more than 70,000 products need to be imported to database, 10,000 records of customers, more than 20 integration works, and more than 20 hard-customized works that need to be done on time.

Contribution Detail:

My role on this project was Team Leader. The difficult part of this project is large and complicate extra requirement. First, I reviewed all extra requirements, estimated resources and time, wrote down what is platform limitation and alternative choice, and drafted plan with possible complete date. The next important step is to control quality of work during development process because if we miss one point we will spend a lot of time to fix it later and it will causes schedule. Thus I had to review and validate project every day and point out if find something wrong. Finally this project was live on time and the client was absolutely thrilled.

Critical Issue: *Customer Retention Rate*
Position/Company: Technical Support Team Leader / Venda Software Development
Project Period: October 2010 – December 2012
Manpower 10 - 25 Persons (up to peak time)

Contribution Detail:

The challenges of this position are motivation and customer retention. Before I joined the position, the number of customer dramatically reduce from 150 to 80 and it effected to the rest customer's trust and corporate brand. The root cause came from team motivation was down and negative thinking to company. I started to fix this issue by set up "1-to-1" meeting with every staffs every Monday morning with relax environment. Applied for every single opportunity to improve motivation such as set up reward for on time solution delivery, monthly bonus up to performance review, team building, team launch, reward for best performance, etc... This way improve staff motivation and also improve post-live service and increase customer satisfaction. Finally, the number of customer increases from 80 to 150 in 2011, and 200 in 2012. And this is my achievement.

Project/Client Name: *Oriflame Academy & Core Team Competition - ASIA*

Position/Company: Online Business Manager / Oriflame Management Asia

Project Period: March 2013 – April 2014

Manpower More than 15 Persons

Project Profile

Oriflame Academy & Core Team Competition project is a web application for Oriflame Consultants from 6 countries in Asia (India, Indonesia, China, Sri Lanka, Vietnam, and Thailand) to register and join the competition. The website needs daily data import from Database to show daily updated score and ranking.

Contribution Detail:

My role on this project was Project Manager who take care project schedule and implementation. Also coordinate between global, regional, local, and agency. The difficult part of this project is multi-languages and cultural website. Some characters such as Vietnam and China need specific font to display correctly. I always concern detail about contents and images that might be sensitive for some market, such as Indonesia does not allow model images with less-clothing. Project lived at August 2013 and I took care data import and validation activity until March 2014 and announced the winner from each country. During the competition, I faced a lot of questions and issues from respective people and finally I can handle it with good feedback.

Critical Issues: *Project Launched behind schedule and Non-process working*

Position/Company: Department Manager / King Power International Co., Ltd.

Project Period: January 2015 – July 2015

Manpower 20 Persons

Contribution Detail:

My achievement during I worked for King Power is, I've completed set up ecommerce operation and make it runs as expected such as set up internal and external process, set job role and responsibility in department, pushed Project Phase 1 to launched according to plan, reconstructed internal and external relationship (vendor, bank, other departments, etc...).

There are 2 most critical issues I've handled. The first one is Project Phase 1 issue. I had to review all requirements and documents and chased up Indian implementer to complete Phase 1 as schedule. Project plan never existed and missed schedule for every single tasks. I had to have meeting with Indian implementer every day to chase up progress and situation. Also cut some minor details that might not important but consume more time to do it in next phase and focus only main priority functionality. Finally I can launched it on time but still continue chase up them to complete the rest as soon as possible.

The second is credit card fraud case. This is first case happened in King Power of ecommerce operation. For this case I had to contact with bank and police to plan arrestment. Clarified and gave evidence to police to process the next steps. Those steps are complicated because Duty Free product is special case with special rules to follow and consumed a lot of time to deal with many parties in the same time.