



Thitiwut Wiriya-apa

Digital Manager

084-085-6222 | krpaum@gmail.com | No. 4 Ramintra 19 Sub alley 12th Ramintra Road Bangkhen Bangkok

Experience

Digital Manager Mobile / Website

Tesco Lotus

Nov 2014 to Present

Responsibilities

- Being digital platform leader of mobile app and websites of Tesco Thailand
- Managing mobile application and website development end-to-end process start from requirement gathering, system architecture design, documentation in business terms and technical terms, UX/UI design, managing development team, testing, launch plan
- Initiate strategy to grow Tesco digital platforms and bridge business gap
- Research new technology and keep company's website and mobile app at the forefront of industry
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate under
- Developing and managing digital campaign to drive business
- Leading and executing online campaigns across company's digital multi-channels to meet business objectives (Sales KPI)
- Measuring and performance report of digital campaign and continue to improve in order to meet business objective
- Vendor sourcing
- Budget controlling

Awards

- Achieved company value awards behind leading new in-store experience technology iBeacon by partnering with strategic partners which led to uplift significantly in sales
- Achieved company value awards behind leading company's gold event digital campaign that generated significantly sales for company

Key Projects

- Leading Tesco Lotus Mobile Application development
- Leading Tesco Lotus company website
- Leading new innovation in proximity marketing by utilise iBeacon technology by being the technology leader in industry
- Leading digital marketing campaign of company gold events

Project Manager Responsibilities

Redlab Co., Ltd.
Oct 2013 to Oct 2011

- Managing multiple projects and budgets and all essential internal stakeholders – i.e. strategy, product, user experience, visual design and technology
- Responsible for creating a strategy behind the management of each project and working with team leads to map out a project plan
- Maintaining schedules, budgets, assets and all project details to ensure all teams are working towards a successful execution
- Executing digital marketing campaign
- Manage reporting and analytics from Google Analytics

Key Projects

- KTB.co.th
- askKBank.com
- Krungsri leasing
- TMBAM
- TMB Touch (Internet / Mobile Banking)
- Phatra Securities
- Phatra Warrant

Software Engineer

**Z.E Software
Thailand**

Sep 2011 to Sep 2010

Responsibilities

- Website development both front end and back end
- Develop content management system for e-commerce website
- Develop document management system - containing business workflow to accelerate internal business processes
- Working closely with marketing team in order to get requirement correctly and turn into prototype and finished products
- Website Monitoring and performance tracking

2009 – 2010 **Master of Management Administration, major in New Technology Venture (International Program)**
College of Management, Mahidol University

Education

2009 – 2005 **Information and Communication Technology (International Program) Program,**
Department of Computer Science, Mahidol University
