

JAKKAPONG TEEMUANGSAI

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Date of Birth: 28 November 1985



CAREER OBJECTIVE

To seek challenging assignment and responsibility that will challenge my ability, capacity and creativity with a highly progressive organization.

EXPERIENCE

Tesco Lotus

September 2015 – Present

Senior Commercial Manager (Digital and Online Business)

September 2015 – Present

- To lead teams, drive and deliver online sales, profits and category growth through optimization of the product assortment in Health & Beauty, Home & Living, and Apparels categories
- Create, initiate and develop for short term, long term plan that devise strategies for trading activities, pricing and promotions, ensuring the right products and the right price at the right time
- Build strong and collaborative for all parties including internal, vendors and marketplace partnerships ensuring the alignment of the same goal
- Develop a strong understanding of the industry and competitive landscape to drive categories strategies and to over achieve business objectives
- Reach total target sales at 110% and growth 10 times from previous year with high improvement of product assortments, price competitive and promotion efficiency
- Impressive launch Shop in Shop for each category that serve customer needs and make user interface to be user friendly for all customers

L'Oréal (Thailand) Co., Ltd.

June 2012 – September 2015

Key Account Manager (E-Commerce and Convenience stores)

January 2015 – September 2015

- To establish, manage and accelerate E-Commerce for total Consumer Products Division
- To start up business and planning strategies with all E-Tailor customers
- Achieved 100% of 2014 billing sale within Q1 2015 and continually aim to achieve 10 times end of this year
- Analyze and suggest promotion monthly-quarterly with monitoring stocks to minimize shortage and maximize sell volume
- Suggestion right assortment for customers to improve and increasing their basket size and consumer satisfaction, in term of customer's profit.

Key Account Manager (Watsons and Boots)

September 2014 – January 2015

- Conduct trade spending to be not over the budget limit for Hair Category
- Machinate, and impel for promotion, new and existing product assortments to maintain and find out opportunities in the market segment
- Analyze competitors' price and promotion strategies, to prepare and prevent

Assistant Key Account Manager (Convenience stores)

September 2013 – September 2014

- Maintain the share of business and space, manage P&L, conduct NPDs and Promotion on time and maximize in result
- Build up new projects and develop with highly performance such as merchandise team, HBA Special zone for 7 – Eleven

Assistant Distribution Manager

April 2013 – September 2013

- Monitor and develop in sell-in, sell-out, stock and sales forces for dealer
- Build up long term business development strategies to enhance resources of dealer
- Establish and maintain rapports with existing customers and new potential customers

Commercial Management Trainee (Leadership Program)

June 2012 – April 2013

- Assignment Task for General Trade, Distributor, Modern Trade, Trade Marketing and Marketing

SYNNEX (Thailand) Public Company Limited**Product Manager**

March 2012 – May 2012

- To manage Mainboards and VGA cards on Gigabyte brand to maximize firm's profit

EDUCATION

University of Illinois at Chicago**Chicago, IL United States**

Master's Degree in Business Administration, Major International Business

August 2010 - August 2011

Wisconsin English Second Language Institute**Madison, WI United States**

Certificate in Advanced Levels and Academic Business Skill Levels

May 2009 - May 2010

Rangsit University**Bangkok, Thailand**

Bachelor's Degree in Information Technology, Major Information Technology

May 2005 - February 2009

SKILLS & LANGUAGES

Skills

Having analytical skills, leadership, highly responsible and results oriented

Ability to work long hours and under pressure

Demonstrate strong business judgment and decision-making skills

Excellent problem solving, presentation and communication skills

Language: English

Advanced Command of English Language (Listening, Speaking, Reading and Writing)

Computer Skills

Comprehensive knowledge of ACNielsen, Feature Tracking Service, QuikView

Comprehensive knowledge of Microsoft office