

Nuttanawit Somwong (Oak)

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PROFESSIONAL SUMMARY:

- Fast Learner, positive thinking, appreciates challenge tasks, friendly, self-motivated, open-minded and striving for achievement.
- A team player, yet independent self-starter; committed to principles of quality on a deadline.
- Known as supportive, multitasking, energetic and responsible person.
- 6+ years' experience in Digital media and technology. Fully understanding and have ability to communicate with client, agency and publisher.
- Dynamic, Energetic and multi-skilled knowledge professional with the intercommunication skills to work at all levels of the organization.

PROFESSIONAL EXPERIENCE:

Senior Digital Marketing Specialist - NokScoot Co.,Ltd.

06/2014- Present

- Responsible for all digital marketing efforts for the airline including mapping of digital marketing approach and strategy including Social Media.
- Plan, develop, and execute digital marketing campaigns.
- Assist in providing strategic direction for website, email and online booking engine channels.
- Always on the lookout for new and emerging technology and methods to enhance and improve the delivery of website and online booking platforms.
- Day-to-day creation and management of digital content including maintaining website templates and content.
- Work with 3rd party translators for creation of multi-language content.
- Work with 3rd party agencies to develop and implement online advertising across various ad-serving networks.
- Develop a robust Social Media strategy and approach.
- Support the Marketing manager in all related activities.

DIGITAL MEDIA PLANNER (DSP) – Edge Asia Co., Ltd

10/2013- 05/2014

- Participate in digital media planning, buying, research.
- Integrate digital media with existing capabilities in search.
- Work with the team to provide clients with full-service online media options, specifically in branded (display) advertising, as well as partnership, sponsorship, and content-driven campaigns.
- Drive digital media campaign strategy.
- Manage and optimize digital media campaigns.
- Knowledgeable on trading-related technologies, including DSPs, DMP, 3rdparty ad servers and manual exchanges.
- Understand client performance objectives and develop successful segmentation and optimization strategies to exceed client expectations.
- Hands-on execution and management of day-to-day performance of client campaigns.
- Mine campaign, ad server, impression, and user data for key insights on performance and to identify opportunities for account growth.
- Develop and execute a media plan consisting of direct buys (display and custom programs).
- Provide analysis of plan and optimize buys on a monthly/quarterly basis.
- Execute the paperwork, tagging, and communication with agency team, creative team and platform logistics.

Digital Campaigns & Clients

- **Citibank** (Performance campaign: Do online advertising for Citibank in order to get Citibank credit card new users)
- **RB : Durex/Strepsils/Galviscon/Vanish** (Media & Online Performance campaign, Facebook content management)

DIGITAL MEDIA PLANNER – The Newmedia-plus Co., Ltd**03/2011- 09/2013**

- Fully responsibilities for creating and handling digital marketing strategy and day to day media support in order to achieve campaign KPI
- Determine the best placements and best model for advertisements especially in Digital campaign.
- Introduce new technology or new media model to client and internal team.
- Work with Thailand top 20th online publisher, online advertising network such as Admax Network, Addoer Network, Innity network , Google Network, Social network advertising such as Facebook , Google Adword, Google SEO/SEM and other online media in order to deliver the best solution to client.
- Coordinate with digital and creative agencies to support their online campaign and digital strategy such as Ogilvy One, OMD, MRM and more.
- To assist Media manager to some ad hoc digital strategy and trend

Digital Campaigns & Clients**Year 2013**

- **Citibank** (Performance campaign : Do online advertising for Citibank in order to get Citibank credit card new users)
- **Dtac** (Do online campaign for Dtac digital corporate team such as Love Dad campaign, Line official account and Dtac Facebook Fan page)
- **Phillip Morris** (Media plan for “It’s you” campaign : Management trainee program)
- **Durex** (Facebook content management . do online campaign for Durex Experiment)

Year 2011-2012

WeChat (Mobile App), TMB (Make the Difference), Citibank (Credit card), Wine 33 (Grand opening), PhotoWonder (Mobile App), Aeon (Credit card), Watson, Snicker, Dentyne, Namthip, Zwei (Matching website), Nivea (Black & White), Smooth E (White scrub ,cream), Set trade

ASISTANT BUSINESS DEVELOPMENT MANAGER – Roomai Co.,Ltd.**06/2008-02/2011**

- Fully responsibilities to crating CRM campaign with Central The One Card
- Be center of content editor of www.Fisho.com and client for online campaign.
- Co-ordinate with analytic team in order to analyst data and present to client.
- Attracts new customer for Roomai services.

EDUCATION:**THAMMASAT UNIVERSITY Bangkok, Thailand****03/2010-05/2012**

Faculty of Commerce and Accountancy,

Master of Science (M.Sc.) Degree in Marketing (MIM) GPA: 3.20

THAMMASAT UNIVERSITY Bangkok, Thailand**06/2004-03/2008**

Faculty of Economics, Bachelor of economics

Major: Industry economics, Minor: Advertising (Journalism and communication) GPA: 2.79

INTERN & ACTIVITIES:**SHELL COMPANY THAILAND LIMITED****03/2007 – 05/ 2007**

Participate internship Programmed in Advertising and Marketing by assisting in PR and advertising campaign especially lubricant product.

References and Supporting Documentation Furnished upon Request