

MORAKOT MANOPRASERTKUL
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PERSONAL INFORMATION

Gender:	Female	Age:	35 years old
Date of Birth:	July 13, 1981	Nationality:	Thai
Marital Status:	Single	Height:	173 Centimeters
Weight:	58 Kilograms	Health:	Excellent

EDUCATION

April 2011 – April 2013

Master of Business Administration, Assumption University of Thailand

- Evening Program (Work and study in the same time)
- Concentration: Marketing

June 1999 - March 2003

Bachelor of Business Administration, The University of The Thai Chamber of Commerce

- Major: General Management

OBJECTIVE

A dynamic individual with proven performance seeking a challenging and exciting job descriptions with an organization where shown selling, negotiating and closing skills can lead to increased sales volume and profitability.

EMPLOYMENT HISTORY

2015 - Present

Total Access Communication PLC.

Position: Key Account Manager, Enterprise Sales - Retail & FMCG
Enterprise Sales - Retail & FMCG Unit, Marketing Group

Responsibilities:

- Take care Corporate customer who is in Retail industry
- Find new opportunity to expand customer in hand
- Manage internal control processes
- Manage positive & negative issue

- Develop good relationship with assigned key accounts
- Co-ordinate with people who related to customer's project
- Handling task day by day
- Provide analytics report of services management
- Identifies, researches, and resolves service problem
- Any other related jobs upon assignment and business request

2015 PLAN B MEDIA PLC.

Position: Account Manager

Responsibilities:

- Find new prospect & propose product appropriate to client's need & objective
- Delivering customized sales presentations in person, or by phone
- Conduct post-sale supports to ensure customer's satisfaction
- Coordinate with other divisions
- Manage multiple projects in parallel, under deadlines

2013 – 2014 Total Access Communication PLC.

Position: Key Account Manager, Enterprise Sales - Services
Enterprise Sales - Services Unit, Marketing Group

Responsibilities:

- Maintain Key Account by preventing customer port out and retention for all account was assigned
- Looking for new project
- Updated corporate products and solutions, promotions, and Telecom Market to corporate customers
- Fast supporting function by preparation of proposals and contracts, change promotion, switch on/off, change owners, and others when required
- Build relationships with management level, decision makers and all concerning person of responsible accounts to create closed relationship and develop to become business partners
- Analyzed voice, data usage and customized package that suitable with them

2011 – 2012 Live Media Group Co.,Ltd.

Position: Account Supervisor

Responsibilities:

- Achieving assigned sales targets
- Prospect and develop new client relationships within a defined territory or market
- Responsible for revenue generation and meeting sales targets
- Maintain and grow relationships with clients and agencies
- Develop new leads by cold calling and making appointments
- Prepare compelling and competitive proposals and presentations
- Determine project pricing based on guidelines from management
- Communicate sale to charting and other internal departments
- Deliver proof of posting (POP) to clients
- May ride along with client to show outdoor media sites

2006 – 2011 SF Cinema City Co.,Ltd.

Position: Corporate Services Executive

Responsibilities:

- Develop and maintain close relations partnership in order to fulfill client's needs more effectively
- Promote services through Screen advertising, Plasma TV advertising, Rental Space for booth activity, Promotion campaign with cinema
- Visit potential clients and propose the services
- Accountable for providing the creative execution as an option to the clients to gain differentiation in each project
- To be trained in order to provide adequate discussion with and feedback to clients
- Work with marketing division to create and develop new campaign related to movie
- Ensure the smoothness of workflow by coordinate with other departments.
- Responsible for high scale event such as Launch the new campaign of Muangthai Smile club

- Responsible for a high scale marketing campaign (budget above 0.5 MB) such as " **ปฏิบัติการ Oishi 009 ตอนสายลับ SF** " by Oishi and Yearly Celebration 2007-2010, Launch the new movie ticket campaign of KAO Corp.(BeNice),etc.

2005 Punch Media (Thailand) Co., Ltd.

Position: Account Executive

Responsibilities:

- Identify and cultivate senior level personnel in targeted accounts who make print / magazine advertising purchasing decisions
- Develops or coordinate of sales presentations to clients and potential clients
- Address clients' concerns, questions and objections; close sales with each targeted client
- Decide negotiate pricing and advertising placement and content
- Keep sales management apprised of progress toward established revenue goals and of the progress in closing identified prospects
- Lead the development of proposals, the negotiating of deals and the conduct of post-deal analyzes

2005 Nana Siam Co., Ltd.

Position: Assistant to Managing Director

Responsibilities:

- Sell products such as beef, lamb, Alaska king crab, etc. to group of hotel and restaurant
- Keep close relationship with existing customers and expanding to new customers
- Control stock and negotiate to suppliers on the reasonable prices
- Report directly to the Managing Director

2003 – 2004 Trio Trading Co., Ltd.

Position: Administrator Assistant

Responsibilities:

- Compose correspondence/reports for own or manager's signature
- Arrange essential mail in priority action as boss assigned
- Process replies on own initiative or from bosses' dictation or notes
- Handle all inquiries within my capacity
- Route calls elsewhere as needed
- Do phone surveys/inquiries as needed
- Telesales
- Purchase order and maintain stationeries
- Sorting and distribute incoming post, organize and send outgoing post
- Organize and sort paperwork, documents and computer-based information (e-doc)

SUMMARY OF SKILL & ACHIEVEMENTS

Sales Achieved highest sales volume and developed strong relationship and loyalty with customers

Personal Chose appropriate solutions for solving problems with excellent communication and presentation skill. Good listener, self-confidence, good attitude, ability to understand and identify customer needs.

Awards

- Received a special award from dtac 6-6-6 Campaign on December 2013
 - Received quarter incentive from target achieved in each month.
- Recognized for monthly top sales (2006-2011)

Organization Prioritized tasks, plan and effective itinerary and work well under pressure. Minimal supervision required due to strong self-discipline. Prepared daily, weekly and monthly reports and operate office tasks out of the home.

Skill

- Computer: Microsoft word, Excel, PowerPoint, Outlook, Lync
- Typing speed : Thai 35 words/minute & English 30 words/minute
- Driving : Car (Own Car)
- General Skills : Higher tolerance, Work Under Pressure, Learn Faster , Service Mind
- Fluent in English

Training & Activities

- Oct 2012 ดอยใจไทยไลฟ์สไตล์คนยุคใหม่ "Consumerization of IT"
- Jun 2013 Product Road Map and New Corporate Application
- Oct 2013 Corporate e-service Training 1/10/13
- Nov 2013 vLearning program ก้าวแรกของการไปสู่ "องค์กรแห่งความปลอดภัย HSSE Certified"
- Nov 2013 The Art of Consultative Sales
- Nov 2013 BYOD 2013 : Smart Business Solution
- Dec 2013 Visual Selling & Referral Marketing

REFERENCE

1. Ms. Boonyanuch Reampakdee
Position: Sales Director, Nation Broadcasting Co.,Ltd.