

PACHINEE SUKHAVANIJ  
Mobile: 089-692-4544  
E-mail: amyonlyyy@gmail.com  
760/361, Soi Pattanakarn38, Suanluang, BKK 10250

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#### OBJECTIVE

To utilize my knowledge and skill and seeking a competitive and challenging environment where I can serve your organization and establish a career for myself.

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#### PERSONAL INFORMATION

Birthday: 3 January 1986  
Marital Status: Single  
Health: Excellent  
Language: Thai/English

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#### EXPERIENCE

Account Supervisor January, 2015 to present  
*Nation Broadcasting Corporation Public Co., Ltd.*

##### SALES REPRESENTATIVE

- Persuading clients to buy advertising space
- Finding out who controls the advertising budget in target organisation and contacting them
- Explaining the benefits of your medium, using statistics on readership or viewing figures
- Offering a price and negotiating around it
- Closing the deal and recording the details
- Responsible sales target for team
- Listening to customer requirements and presenting appropriately to close a sale
- maintaining and developing relationships with existing customers in person and via telephone calls and emails

##### DIGITAL MEDIA PLANNER

- Planning the client campaign by using online media and production tools to achieve the goals
- Dealing and negotiating with media to achieve client's objectives
- Giving ideas and controlling after all details of the campaign

##### PROJECT COORDINATOR

- Coordinate with suppliers such as bloggers, website or facebook page for varies purpose of each client's campaign

##### *For Example*

- Brief the blogger about client's campaign for reviewing
- Sending banner online by coordinate with admin
- Contact others website to buy the position
- Briefing client's needs with the production company

Account Executive 2012 to 2014  
*Nation Broadcasting Corporation Public Co., Ltd.*

- Listening to customer requirements and presenting appropriately to close a sale
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails
- Reach the sales target assigned by manager
- Offering a price and negotiating around it
- Closing the deal and recording the details
- Persuading clients to buy advertising space

Marketing Executive  
Kenwood Electronics (Thailand) Co., Ltd.

2010 to 2012

**MEDIA PLANNER & CONTROLLING ARTWORK**

- Planning media to promote company product and image
- Dealing and negotiating with media to achieve company objectives
- Giving ideas and controlling after all artworks both below and above the line such as advertising artworks, newsletter, backdrops, J-flag, roll -up and etc.

**EVENT PLANNER**

- Planning for company event such as road shows, press launch, Motor Expo and Motor Show

**CONTROLLING EVENTS**

- Coordinate with suppliers
- Create a well-organize event and activity
- Taking action at every process of the event

**PR EXECUTIVE**

- Using PR experience to dealing with media in order to invite them to company events and send company news release and flavored them to
- publish company news

**COPYWRITER**

- Copy write to company artworks, newsletter and communication tools

**PREMIUM DESIGNER**

- Design company premium and dealing with supplier to satisfy the company needs

**INITIATE COMPANY EVENTS AND CAMPAIGNS**

**DELIGHTING EXPERIENCE CAMPAIGN** : IMC campaign which leads end user to interested in company product and using England tour with

- football big match experience as a stimulation

**FAST AND FURIOUS 5** : The Official Partners in Thailand

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**EDUCATION**

Bachelor of Arts (B.A.), Communication Arts/Public Relations  
Assumption University, Bangkok, Thailand  
**GPA. 3.21**

2004 to 2008

Primary School to High School  
Our Lady of Perpetual Help School (Pramanda)

2004 to 2008

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**TRAINING**

Present and Persuade Workshop  
mInteraction Co.,Ltd.

August, 2015

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**SUMMARY: FOCUS, MULTI-TASKS SKILL, EASY LEARNING, WELL-ORGANIZED, LIAISING AND NETWORKING**

**SKILL: DIGITAL MARKETING, SOCIAL MEDIA MARKETING, CONTENT MARKETING, MARKETING COMMUNICATION, PUBLIC RELATIONS**