



PHAKIN KIMHACHAN (ZURN)

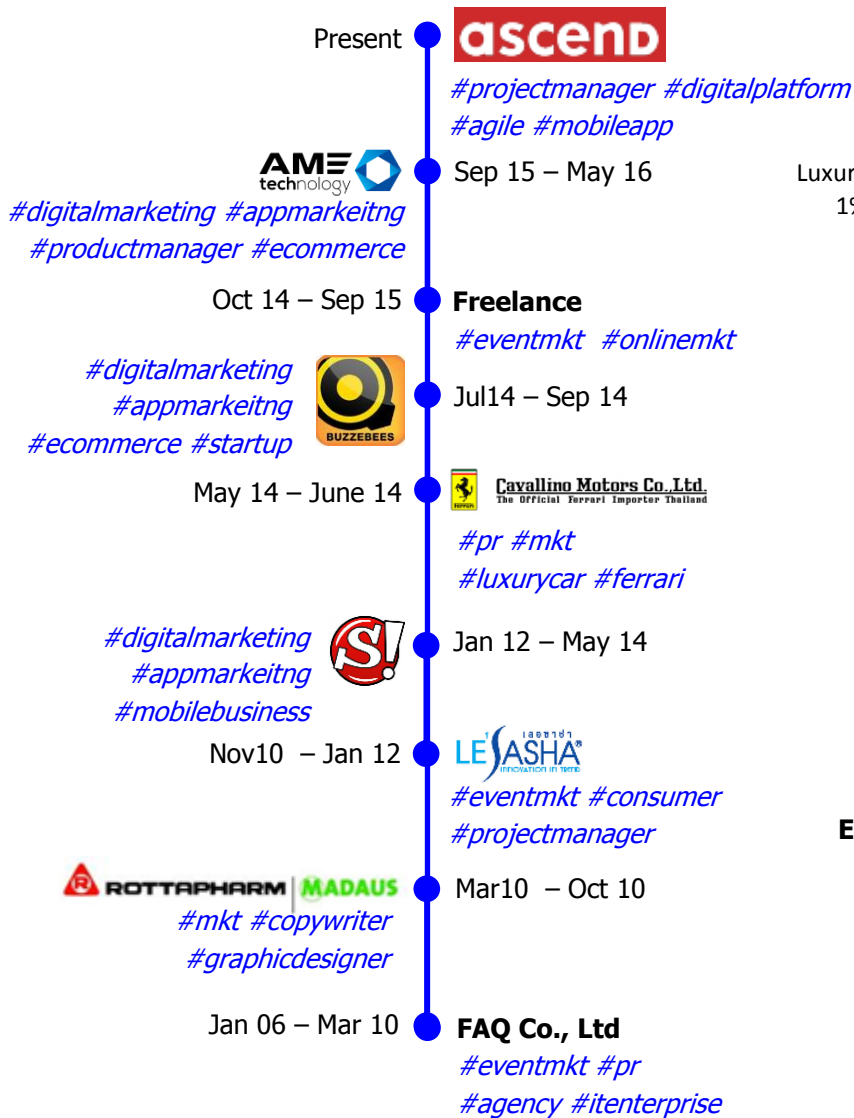
Born: 16 Mar 1983

Email: phakin.zurn@gmail.com

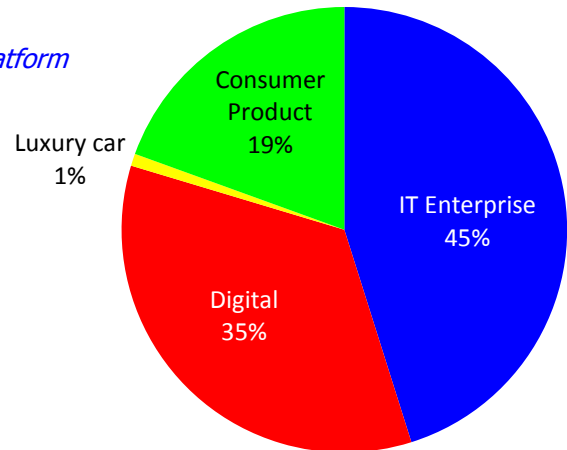
Phone: +6695 621 9621

*#marketing #mobile
#digitalmarketing
#productmanager
#ecommerce
#projectmanager*

Career timeline



Experience by Industry



Skill & Knowledge



Education



BANGKOK UNIVERSITY
THE CREATIVE UNIVERSITY
2001 – 2005

**Bachelor's degree of arts in
Hospitality & Tourism Management**
International program



2013

Marketing Strategy

Personality



**Positive
attitude**



**Problem
solving**



Humorist

EXPERIENCE & JOB DESCRIPTION

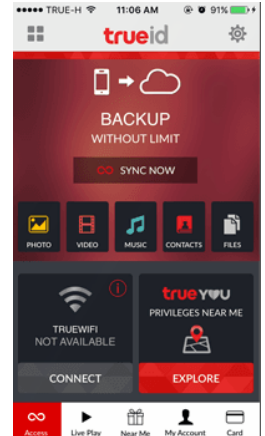
Ascend Corporation Co., Ltd. (May 18th 2016 – Present)



Position: Project Manager

Salary: THB 68,000

- Perform and manage the projects in parallel mode with dynamic assignments until project deliverable sign-off and complete delivery to Production
- Manage team resources and timeframe
- To launch project and release product with high quality
- Be responsible for solving problems, finding solution, adjusting process and being leader to make smooth operation
- Developing and maintaining a detailed project plan



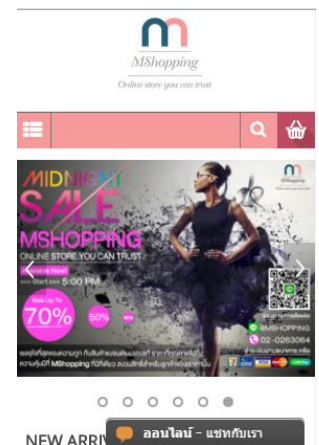
AME Technology Plc. (September 9th 2015 – May 13th 2016)



Position: Mshopping Manager

Salary: THB 65,000

- Responsible for overall Mshopping performance, i.e.: Revenue, Budget, Marketing and customer service
- Work closely with CEO to drive Mshopping's business follow company direction
- Be a team consult and initiative for solution
- Analyze web & application traffic / sale order and customer comment to improve team performance
- Research, develop and implement for marketing communication & sale strategy
- Budget management. To deliver and control all Mshopping activity within the agreed budget and ROI.



Buzzebees Co., Ltd. (July 7th 2014 – September 30th 2014)

Position: Marketing Manager

Salary: THB 70,000



- Develop MKT strategies to reach KPI i.e., SEO, online advertising, social media and offline media
- Develop eCommerce strategies to drive sale revenue
- Recruit new partner to join Buzzebees platform
- Liaison with PR agency to create public perception to company and product
- Work closely with Sale manager to drive revenue
- Liaison with developer to deliver good experience to user



Cavallino Motors Co., Ltd. (May 26th 2014 – June 30th 2014)



Cavallino Motors Co., Ltd.
The Official Ferrari Importer Thailand

Position: PR & Marketing Manager

Salary: THB 45,000

- Develop PR strategies & campaigns to create public perception to company and product
- Liaison with media
- Grow the quality and effectiveness of CRM database
- Review and update the local marketing activities and the budget to ensure market needs are fulfilled with the approval of APAC regional office



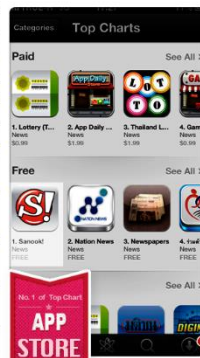
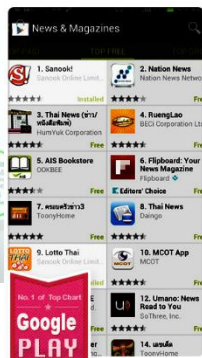
Sanook online Co.,Ltd. (January 17th 2012 – May 23th 2014)

Position: Marketing Manager (Mobile)

Salary: THB 49,400



- Research, develop and implement for marketing and communication strategy
- Create, execute and monitor for marketing campaign, media plan and product activity as business plan
- Development of key messages to communicate core brand identity and promotion message for offline, online and social media, including SEO and online ad
- Create marketing strategy to promote department's product; **Mobile Application, Website** and **IVR Service**
- Budget management. To deliver and control all marketing activity within the agreed budget and ROI.
- Lead agencies and internal team members where appropriate to execute all communication activities and public relations (such as marketing materials, advertising, direct mail, marketing campaigns, press releases, content for trade publications, etc.).



Kuron Co., Ltd. (November 01st 2010 – January 13th 2012)

Position: Event executive

Salary: THB 30,000



- Responsible for all Brand "below the line"
- Created & developed marketing activities, event, road show follow Brand's strategy
- Forecasted & monitored budget of each event
- Created strategy to drive sale revenue in each event
- Liaison with all department (sale, marketing, transportation, Supplier, and other) to drive every event smooth and success
- Planning for booth layout, floor plan, venue decoration for all event and promotion area
- Onsite supervision, to ensure event run smoothly



Rottapharm Co., Ltd. (March 31st 2010 – September 30th 2010)

Position: Marketing Coordinator

Salary: THB 28,000



- Assisting Marketing director for all marketing campaign & activity
- Created event & activities to support sale's direction and plan
- Source for suitable supplier and negotiate for company advantage
- Respond for booth design for each event (brief supplier, price negotiation, monitor budget)
- Respond for content, image, brand of all print material before release to all communication channel
- Design product brochure and medical document
- Service all request from prospect doctor for sale's opportunity i.e. hotel reservation, flight booking, and e.t.c



FAQ Co., Ltd. (January 02nd 2006 – March 30th 2010)

Position: Senior Event Executive

Salary: THB 17,500

Project Profile:

- FXPC Chinese New Year Thank You Site Visit
- ICT Forum 2007
- Microsoft Innovation Forum 2007
- EMC Media Kick Off "ONE EMC"
- RevaleSkin Press Launch
- EMC - RSA Computer Related Crime Act Seminar
- iGoogle Artists Campaign Launch
- Google Map Thailand Launch
- Google Transit Launch



ACTIVITIES

Bangkok University International Collage

- **President of Student Committee:** Academic year 2004
 - Leader of BUIC Student Committee
 - Coordinate between BUIC officers and BUIC students
 - Create, manage and plan activities for BUIC students
- **Head Cheer and Head of Staff:** Academic year 2002
 - Leader of BUIC 1 – 2 year's staff
 - Leader of cheering contest on BU Sport Day
 - Create and plan activities for cheering practice for 1st year students
- **32nd Universities Sport Competition, Suranaree University of Technology; Suranaree Games**
Vice president of boy and girl health club: Jan 8th – 15th 2004
 - Work and coordinate with other University's representatives
 - Manage activities to encourage people interested in health
 - Be the MC for "health quiz" activity

Taweethapisek School

- **President of student activities:** Academic year 2001
 - Manage the activities for student
 - Coordinate between teacher and other student

ADDITIONAL INFORMATION

Military Status: Gain Acting Second Lieutenant

Skill:

- **Language:** Thai: native, English: fluent
- **Computer:**

