

# Chusin Mateechaipong

Head of Marketing



## WORLD WIDE EXPERIENCE

THAILAND | SINGAPORE | GERMANY | SLOVAKIA | SWITZERLAND | DUBAI

## EDUCATION

Bilingual High School  
Honored Certificate,  
Yothinburana School,  
Bangkok, Thailand,  
(MBA & E) Master Degree,  
University of Applied Science  
Berlin, Germany

May 2002 - Mar 2005      May 2011 - Mar 2013



## ABOUT ME

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Bangkok 10800, Thailand

I am a online marketing enthusiast, a goal getter, and a fast learner. An MBA graduate and managerial experienced in Startup, Online Travel & eCommerce industry, I have immense experiences in 3 main areas: integrated marketing (SEM, SEO, Display, Email, Affiliate, content marketing, social media marketing, CRM, PR and brand marketing), business development (partnership and sales), product localization and development. With a global mindset, I have extensive international experiences as I lived in Germany, Dubai, Singapore, Slovakia and Thailand. I have strong analytical, organizational & influencing skills. Moreover, I have a passion for self- and organizational improvement.

## EXPERIENCE

**Tapsey, Thailand | Jan 2016 - Current**

### Head of Marketing

- Lead marketing department from scratch, improve & control company brand identify, increase 100% growth month over month
- Responsible for AdWords account, GDN, social media marketing, content marketing, email marketing, retargeting, affiliates, PR and overall KPI monitoring

**Rakuten Asia, Singapore | Aug 2015 - Jan 2016**

### Online Marketing Manager (Thailand and Singapore)

- Responsible for Cross Border Trading & Merchants Acquisition project for Thailand & Singapore, full regional responsible for AdWords account, GDN, social media marketing, CRM, retargeting, affiliates & KPI monitoring
- Test implement online marketing practices which can applied to all local teams in SEA

**Rakuten Asia, Singapore | Aug 2015 - Oct 2015**

### SEM Manager (Thailand and Singapore)

- Full regional SEM responsibility
- Improve the SEM revenue growth while increasing the marketing ROI

**Trivago, Düsseldorf, Germany | Oct 2013 - July 2015**

### Thailand Market Developer

- Set milestones and KPI target achievements for all marketing channels
- Building up a Thai team and manage 30 Thai content community members
- Monitor and communicate country specific consumer behavior and trends

## LANGUAGES



THAI

ENGLISH

GERMAN

SLOVAK

# Chusin Mateechaipong

(B.Eng. Nano, MBA&E)



## REFERENCE

### REFERENCE 1

Mr. Daniel Delbos,  
Trivago  
Country Development Manager  
Tel. +49 (0) 1717875752  
Email: Daniel.Delbos@trivago.com

### REFERENCE 2

Ms. Ramona Neitz,  
Trademob  
PR & Event Marketing Manager  
Tel. +49 (0) 302021575-20  
Email: rn@trademob.com

### REFERENCE 3

Mr. Antti Kapanen,  
HTW Berlin  
MBA Thesis Supervisor  
Email: Antti.Kapanen@gmail.com



## INTERVIEW

National TV in Thailand (Channel 3)  
Thailand Startup Expo  
28 April 2016

Guest Speak for the topic  
"Digital Marketing" at Thailand  
Startup Expo, Queen Sirikit Center  
1 May 2016

Smart SME Magazine and TV  
17 June 2016

Newspaper Release Interview  
National Newspaper  
<http://www.dailynews.co.th/pr/294>

## HOBBIES



THAILAND | SINGAPORE | GERMANY | SLOVAKIA | SWITZERLAND | DUBAI



## EXPERIENCE (CONTINUED)

### Trademob, Berlin, Germany | Oct 2012 - Mar 2013

#### Marketing Intern

- Identify and develop new marketing channels
- Plan, execute and optimize various marketing actions
- Participate in professional networking using bloggers and social media tools
- Research writing content for Trademob case studies, whitepapers and blog

### Groupon GmbH & Co. Service KG | Mar 2012 - Aug 2012

#### Search Engine Optimization (SEO) Intern

- Support the development & implementation of SEO strategies for Groupon
- Create and optimize innovative marketing texts (HTML), footers, and banners for webpages of Groupon Thailand

### Kumon Learning Center Berlin-Charlottenburg

#### Math and English Instructor | Feb 2012 - Aug 2012

- Teach and facilitate both German and International students in subject of high level Mathematics and English including supervise and review students' homework and classwork

### Serco Dubai Metro, Dubai, U.A.E | Aug 2010 - Sept 2011

#### Train Controller

- Control operations of Dubai Metro Stations, tracks, depots and tunnels

#### Depot Controller

- Participate in mobilization team, which establishes all instructions and notices for the controllers before the opening of Dubai Metro

### Tuk Som Building Materials, Co., Ltd, Bangkok, Thailand

#### Marketing, Purchase and Sales Manager | Jan 2005 - May 2009

- Minimize transportation costs by managing the transportation routes for quicker delivery to the customers
- Demonstrate a combination of strategic and tactical marketing plan for the company to increase its profits