

KRIENGSACK (TAE) ATHIKOMVITTAYA

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Date of Birth: 03/01/1975



SUMMARY

12 years of work experiences in high paced business environment in New York City. A global citizen who has lived and worked in a very competitive business world in two continents and traveled extensively with proven skills in developing marketing strategies both online and offline including Digital Marketing, E-Commerce, SEO, Social Media, Content Marketing and Public Relation, building company's brand recognition, fostering business development and overseeing project management with a team of 30-50 staff that have successfully contributed to the company's higher productivity, customer satisfaction, customer reference, cost reduction, innovation and increased the company's bottom line.

EDUCATION

UNIVERSITY OF MASSACHUSETTS AT BOSTON, MASSACHUSETTS

Graduated 2004

Master of Business Administration (**MBA**) (G.P.A 3.75)

Major: Management of Information Systems Minor: Finance

THAMMASAT UNIVERSITY

Bangkok, Thailand

Bachelor Degree in Business Administration (**BA**) Major Marketing

Minor English

WORK EXPERIENCES

TANTAWAN BLOOM INC. HIGH-END EVENT DECOR & EVENT PRODUCTION New York, NY ***Business and Marketing Manager***

(Acting Managing Director, Reported Directly to CEO)

2011-2015

www.tantawanbloom.com

Tantawan Bloom Inc. is a leading high-end event décor, event planning and full event production in New York City. The events range from corporate events, weddings to movie premieres. It is currently expanding its business internationally to Dubai and Mexico.

Job Responsibilities:

- Developed and directed company's digital marketing strategies through Social Media Channel, Search Engine Optimization (SEO) and E-mail Marketing to promote company's brand recognition and increase web presence .
- Managed public relations and media strategies to promote the company through interviews and photo-shoots for leading wedding magazines. The company was profiled frequently in Grace Ormonde Wedding Style Magazine, The Style and Arts & Leisure sections of the New York Times, Brides Magazine, New York Wedding Magazine, Style Me Pretty, The Knot etc.
- Managed teams of 30-50 staff to execute events such as weddings, corporate events, and movie premieres at prestigious venues in New York such as The Plaza Hotel, Mandarin Oriental, The Waldorf Astoria, The Cipriani Hotel, The Pierre Hotel and St.Regis Hotel.

- Analyzed the company's financial statement including cash flow, expenses, revenue and profit margin in order to improve the company's bottom line.
- Conducted client meetings and pitched sales.

Key Achievements:

- Initiated and developed digital marketing strategies including content marketing through website, YouTube, blog and Social media marketing such as Instagram, Facebook, Pinterest and Tumblr. The company's name recognition became well-known as a high-end event company and it has increased sales and revenues as a result.
- Developed Search Engine Optimization (SEO) strategy for the company's website and blog. Consequently, the company event design images are ranked among the highest in relevant categories within the Google image search and it has led 50 percent more prospect clients for an initial meeting to the company.
- Implemented rigorous control on the project budget including labor, material and overhead. As a result, the company cut cost more than 30 percent and the profit margin increased more than 40 percent. Furthermore, the company achieved its profit goal year after year.
- Initiated and achieved company's KPIs goals such as cutting the lead time for pitching sales from 4 weeks to 1 week and reducing the labor cost of each project from over 30 percent of the total budget to less than 15 percent.

WEB SOLUTION
Digital Marketing Manager
www.websolutions.com

New York, NY
2008-2011

Web Solution is a website developer company that integrates all the website elements from design, web development, user experience, web solution to digital marketing

Job Responsibilities:

- Led a team of web designer, web developer, account specialist and marketing team to brainstorm and create overall digital marketing strategies for clients including web design, function, web branding, logo, research and social media platforms.
- Evaluated clients' digital marketing campaigns Return on Investment (ROI)
- Managed exceptional communication between company and clients and addressed the problems when they arose.
- Developed revenue sharing programs for clients' company and its affiliates and provided marketing tools including video, web content and photo for their affiliates.

Key Achievements

- Met client's website ROI goal month after month.
- Expanded revenues for the company through its affiliates and revenue sharing program.
- Fostered an excellent company and client's relationship through an exceptional customer service.
- Created marketing solutions for clients' website problems; as a result, their websites generated more traffic, led more sales and increased revenues.

COX COMMUNICATIONS
Web Analyst and Assistant Project Manager

Boston, MA

2005 – 2008

Cox Communication is a web development company. It helps companies integrate e-commerce and digital marketing to their business and offers web solutions.

- Worked with a team of programmers and designers to create e-commerce websites for small businesses in Boston and New York City metropolitan areas
- Created marketing plans for client's websites, analyzed web based presence of clients and competitors.

- Compiled data and marketing reports to create Internet strategies to increase their web based presence and brand recognition
- Managed clients' inquiries regarding web content, structure and maintenance of websites

Key Achievements:

- Implemented Google Adwords to meet the clients' goals of increasing website traffic and revenue consistently.
- Initiated a system that focused on problem solving across relevant departments; as a result, the new system cut the lead time to deliver products to the clients.

SIAM UNITED STEEL

Sale Executive

(Start-Up Joint Venture between Nippon Steel and Siam Cement Group)

Bangkok, Thailand

1999-2000

Job Responsibilities:

- Managed Japanese key accounts including Mitsui, Nissho Iwai, Mitsubishi, and other major international trading companies.
- Oversaw sales of Galvanized Steel, By-Product Steel and Scraps.

Key Achievements:

- Initiated key marketing and sales strategies for this start-up steel manufacturer with 900 employees and \$400 million in annual revenue.
- Collaborated with internal departments to design and to establish a controlling and distribution system for merchandise.
- Achieved sale goals month after month.

SIAM CEMENT GROUP PUBLIC CO., LTD

Marketing/Sales Executive

Bangkok, Thailand

1998-1999

- Implemented advertising strategies including: brochures, billboards, and newspaper ads
- Worked fervently to increase visibility in the market place and to increase market share and revenue
- Assisted establish a public relations department, clientele, and product distribution systems

OTHER EXPERIENCE

AIDS Walk NYC, Fund Raising Leader

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- Raised over \$40,000 for AIDS Walk NYC for over four years on a team of 30+ people

Travel Story Writer

- Served as guest travel writer at Thai Good News New York City, Veiva a Thai Women magazine and a contributed blog writer at <http://www.catandnat.com/>

New York Cares and Wheels on Meals, Volunteer Coordinator

- Led a volunteer team helping delivered food to the homeless and the elderly in NYC

ADDITIONAL SKILLS

Software: Wordpress, CMS, CRM, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Adobe Fireworks, PhotoImpact, Fla, SmartFTP, Final Cut Pro, and Microsoft Office

PERSONAL INTERESTS

Traveling, writing, volunteer, current affairs, economics, stock market, world business, pop cultures and spirituality

REFERENCES:

References available on request.
