



PIRIYAPANDH THAISURIYO

618/677 Lumpini Park Pinklao, Boromarajonani Rd., Bangbamu, Bangkok, BKK 10700

Email : piriyapandh@gmail.com Mobile : +66 81 907 3039

With over 24 years of experience in Public Relations, Marketing & Communications, I am an energetic, creative, realistic and work-result oriented which arranger, relator, focus, analytical and Input are my strong points.

WORK EXPERIENCE

Apr 2015 – Present **Head of PR & Communications (Vice President)**

Evolution Capital PCL >> Food Business >> Reported to CEO

- PR & Communications strategic planning for both Holding and 11 brands subsidiaries
- Media relations & Media coverage
- Media buyer and negotiate
- Marketing, communications and event organize consult for brands -

Dec 2012 – Apr 2015 **Senior Manager – Corporate Affairs (Public Relations)**

Big C Supercenter PCL >> Retail >> Reported to Corporate Affairs Director, Marketing Division

- Media relations and media coverage
- Reputations management
- Crisis issue management
- CSR initiatives
- Event organize management for department and support for others, such as, Marketing Division, Merchandising, Business Development, HR, etc.
- Government relations concerned

Sep 1998 – Oct 2012 **Corporate Public Relations Manager**

King Power Group of Companies >> Travel Retail >> Reported to VP-Communications

- Communication strategic planning (Internal & External)
- Media relations & Media coverage
- Reputations management
- Crisis issue management
- CSR initiatives
- Event Organize management

Oct 1996 – Jun 1998 **Marketing Communication Manager**

Orient Thai Airlines >> Aviation >> Reported to Managing Director

- Communications strategic planning
- Media relations & media coverage
- Advertising strategic plan and media buyer
- Crisis issue management
- Marketing & sales campaign implement
- Event organize management

Sep 1994 – Sep 1996 **PR & Advertising Manager**

Golden Tour Bangkok LTD. >> Tourism Industry >> Reported to Managing Director

- PR & Advertising strategic planning
- Media relations and Media buyer
- Reputations management
- Customer relations (VIP and VVIP only)

Dec 1990 – Aug 1994 **Senior Reporter** (Marketing Section)

Krungthepturakij Newspaper >> Media >> Reported to Marketing Editor

- Write news, scoop article and column
- Rewrite news and scoop article for Marketing news Sections
- Was Editor-in-chief for Marketing News Section 3 days a week and for front page 1 day a week

Feb 1990 – Nov 1990 **Guest Relations Officer**

Royal Park Beach Resort, Phuket >> Hospitality >> Reported to Guest Relations Manager

- Front office details related with guests, especially guests who need some help, such as, capability guest, etc
- Local media relations for hotel movement

ACADEMIC QUALIFICATIONS

1999 – 2001 Thammasat University, Faculty of Journalism & Mass Communications

MA in Mass Communication Administration with GPA 3.64

1986 – 1990 Silpakorn University, Faculty of Arts

BA in Liberal Arts (Thai/English)

1983 – 1986 TriamUdom Suksa School

Grade 12 (M6) in French/English

OTHERS CERTIFICATE

- 1. MiniMBA in Marketing from The University Thai Chamber of Commerce
- 2. Certificate in Mass Communications Management (Intermediate Level) from Isra Institute : Thai Press Foundation
- 3. Certificate and License for Announcer from NBTC

KEY SKILLS AND COMPETENCIES

Professional Abilities:

- Media Relations
- Reputations Management
- Crisis Management
- Social Media management

Managerial Abilities:

- Strategic planning and problem solving
- Work and people management
- Budget control
- Negotiate

Computer Knowledge & Languages:

- Basic knowledge in MS Office
- Good command in TH/EN