

JINJUTHA NASRITO

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PROFESSIONAL EXPERIENCES

Uber Technologies

Bangkok, Thailand

Community Manager – Thailand Expansion

February 2015 - current

Uber is the #1 digital transportation network company that connects drivers with riders looking to travel within a city.

- Leading Business Development and Vehicle Solutions efforts through national partnerships and deals with Telecommunications, E-Commerce, Banking and FMCG partners
- Grew city's supply of partner driver signups by 10X which directly led to a 5X growth in total bookings
- Managed a team of 20 to spearhead the supply growth strategy for Uber Bangkok
- Launched the best performing driver marketing campaign in SEA that resulted in record breaking driver sign ups for the region

Skyword, Inc

New York City, USA

Director, Brand Partnerships

September 2014 – January 2015

Skyword is the leading content marketing company that helps brands scale the creation of original content through networks of freelancers and technology. Skyword acquired my previous start-up, Vidaao, in September 2014.

- Integrated Vidaao's offering, opened/led the NYC office and new business development

Vidaao, Inc

New York City, USA

Co-Founder, Sales & Business Development

July 2013 – September 2014

Vidaao is an online marketplace for enterprise video production and animation services. Notable clients include: McCann-Erickson, Turkish Airlines, Carnegie Hall, and Nokia. Raised \$550K from Canrock Ventures and angels. Successful exit and acquisition by Skyword, a leading enterprise content marketing platform. Responsible for enterprise sales, business development and marketing.

- Spearheaded the roll-out of end-to-end sales and marketing strategy; grew sales from USD\$3,000 to USD\$110,000 per month in a six month period
- Developed relationships and sold enterprise solutions to senior management at Fortune 1000 companies and Tier 1 global advertising agencies
- Responsible for the development of the largest high-quality videographer pool in North America – approximately 1,000 agency quality creatives across the US and Europe

Rocket Internet GMBH (Lazada Thailand) Thailand

Bangkok, Thailand

Director, Business Development

April 2012 – June 2013

Lazada, a subsidiary of Rocket Internet, is South-East Asia's fastest growing e-commerce venture (with approximately US\$436M in funding). Youngest Director in Asia, with a focus on B2B sales, operations, and project management

- As Director of Marketplace – Executed the roll-out of South East Asia's fastest growing e-commerce marketplace as country head for Thailand. Grew assortment by 10% within 50 days of operations and achieved 7% of overall Lazada sales
- As Head of PMO – Responsible for the roll-out of the highly successful "Lazada Promise" campaign, a first in South East Asia.
 - Achieved guaranteed fulfillment to customers within 72 hours nationwide
- As Head of Payments and Customer Care- Managed team of 30 and designed KPI's (and supporting dashboard) to decrease number of unattended customers from 45% to 5% and launched 4 customer experience enhancement initiatives
- As Head of Supply Chain Management – Managed team of 11 and developed appropriate sourcing process to reduced backlog of 90% to ceiling of 10% within 45 days

EDUCATION

Thammasat University, Thammasat Business School (International Program)

Bangkok, Thailand

Bachelor of Business Administration, Marketing

2008-2012

- Concentration GPA: 3.8/4.0; Cumulative GPA: 3.3/4.0 (Top 5% of marketing students)
- One of 9 selected members (from cohort of 150) of the Thammasat International Business Case competition Team

ACHIEVEMENTS AND AWARDS

Thammasat International Business Case Competition Team Bangkok

Bangkok, Thailand

Team Captain

2010-2012

- Led team of four in solving real-business problems within the limited 24 hour time frame in competitions in Thailand, Singapore, New Zealand, and the United States.
- Formulated and presented strategic recommendations to judging panels of industry experts and prominent business figures
 - First Runner-up: Champions Trophy Case Competition 2012, The University of Auckland
 - National Finalist: HSBC Young Entrepreneur Challenge 2012, HSBC Thailand
 - National Finalist: P&G ASEAN Business Challenge, 2011
 - Finalist: Marshall Intl' Case Competition 2011, University of Southern California

ADDITIONAL INFORMATION

Languages: Thai (Native), English (Fluent)