

MONLAMAI VICHIENTWANITCHKUL (MS)

Gender: **Female**
Blood Group: **A/B**
Nationality: **Thai (half Indonesian)**
Religion: **Buddhist**
Birthday: **13 April 1983**



Telephone: **081 8406053**
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Address: Sukhumvit 101/1, Prakanong, Bangkok 10260, Thailand

Language
English, Thai and Indonesian

Summary: Over **10 year of experience in tech and digital marketing** roles. **6 years of in management** role.

WORK EXPERIENCE

Syndacast – March 2013 – Present
Digital Marketing Agency
Head of Content & Optimization

Manage team of 6 online marketers (focusing on organic digital marketing)

Design and implement content marketing strategies (e.g. blog marketing and Facebook activities and editorial calendar), email marketing for retention and acquisition of customer database, A/B testing for websites and optimization of all other organic channels: SEO, social media marketing, blog marketing, PRs and videos for client projects.

Optimization of content materials, web performance/traffic analysis and conversion optimization.

Experience rolling out online marketing activities for clients in a wide range of industries such as hospitality, financial sector, health products and services, online retail, education and real estate.

Z.E. Software - February 2008 – December 2012 (almost 5 years)
E-commerce Business (multiple pay-per-download websites)
Deputy General Manager (May 2011 – December 2012)

Manage core operations of the company, reporting to the Managing Director/Founder to discuss and plan goals, ensure high performance and productivity of

all teams (online marketing, IT and administration) for e-commerce and pay-per-download projects.

Handled wide range of online marketing activities including: achievement of SEO targets, ensuring website uptime and backups, web advertising, affiliate recruitment, internet marketer recruitment, co-opetition set-ups, test new online sales outlets, manage PPC and banner display advertising campaigns.

Oversee accounting, human resource and general administration-related work.

Online Marketing Manager (February 2009 – April 2011)

Responsible for training, leading and providing work feedback for the Online Marketing team. Oversee new projects from start to completion including setting sub-goals and milestones, measuring progress and ensuring that they are met. Manage and close deals with advertising partners, resellers and affiliates.

Oversee weekly and monthly reporting of PPC campaign performance, customer refunds, affiliate commissions, fraud issues, SERP rankings, etc. Write and edit product information on pitch pages, newsletters, news, press releases, etc. Research and implement new Online Marketing tools. Maintain guidelines in the company's knowledge base for the team.

Online Marketing Assistant (February 2008 – January 2009)

Write and edit all materials that gets published online including product descriptions, press releases, articles, profiles, PPC ads and banners ads. Negotiate CPM and flat-rate deals with advertising partners. Identify and recruit affiliates for website's products. Prepare and monitor online marketing reports including PPC performance reports for Adwords and YSM. All other online marketing ad-hocs in preparation for product launch (pay-per-download and membership system).

Reuters (Thomsons Reuters) - January 2007 – November 2007 (1 year)

Software Technologies

Technical Writer

Mainly responsible for transferring and maintaining project documents from St. Louis offices to Bangkok (Jan-April 2007). Write, maintain and update client facing documentations: Fast Track Installations Guides, Architectural Overviews, Developer's Guides, API Guides, Administrator's Guides and Product FAQs. Editing and proofreading miscellaneous documents, software test reports, project proposals, etc. Facilitate English conversation sessions for the team

SoftControl - March 2006 – November 2006 (8 Months)

Software Technologies

Proposal and Technical Writer

Write project proposals, quotations, application manuals, SRS documents and training materials. Prepare document and reporting templates. Work with the System

Analyst to draw system designs, website structure, flow charts, etc using MS Visio. Visit client sites to gather requirements for documentation and preparing related project documents (e.g. proposals).

SIEMENS Business Services - November 2004 – March 2006 (1 year 6 months)

ERP Software and Service

Service Desk Officer

Work as part of the Service Desk team to provide 1st contact point for level 3 regional support via an integrated SAP Issue Management System. Dispatch and coordinate support request/inquires between end users and SAP consultants. Handle approved SAP authorization requests as user-coordinator. Prepare and maintain system generated reports for SLA and KPI reporting.

Other Experiences

June 2014 – Now

Publication Contributor at Business2Community.com and DigitalInformationWorld.com. Sample publications:

The Video State of Mind: A Psychological Perspective

<http://www.business2community.com/video-marketing/video-state-mind-psychological-perspective-01279954#14KzV8Bu4Cfl74wk.97>

Breaking Through the Noisy Web: Distributing Your Content

<http://www.digitalinformationworld.com/2014/10/breaking-through-noisy-web-distributing.html>

The Super Social Human: Influencer Marketing In A Nutshell

<http://www.digitalinformationworld.com/2015/07/influencer-marketing-in-a-nutshell.html>

Storytelling: A Content Marketer's Most Powerful Tool

<http://www.business2community.com/content-marketing/storytelling-content-marketers-powerful-tool-0935052#SJtSxEeeBHEihqUo.97>

December 2007 – June 2010

Freelance English Tutor – teach Thai children ages 6-12.

October 2005 – November 2005

Teach computer basics as a volunteer over the weekend and provide counseling at Goodwill Group Foundation.

1999

Trainee placement as part of high school work experience at Bumrungrad Hospital.

EDUCATION

Assumption University

2005 – 2007

Masters of Science in Counseling Psychology (GPA: 3.94)

1999 – 2004

Bachelors of Science in Telecommunications (GPA: 3.01)

Bangkok Patana International School

1996 – 1999

High School (IGCSEs 9 subjects with grades A/B)

Istanbul International Community School

1994 – 1996

Middle School (GPA: ~3.40)

Gandhi Memorial International School

1988 – 1994

Lower School

Recommendation Letter: