

VIPAVINI (BEST) ATHAYU

98/15 Ratchapruk Rd., Taling Chan, Bangkok, Thailand 10170 • 081-910-1815 • bathayu@gmail.com

TECHNICAL & LANGUAGE SKILLS

Display Advertising/Retargeting:	Facebook Power Editor & Ads Manager, Nanigans, Sociomantic*
Web/Mobile Analytics:	Google Analytics Premium and UTM tags, Adobe Omniture and MMC tags, Localytics, Mobile App Tracking, AppFigures, Quill Engage
Email/Mobile Marketing:	E-dialog, Mailchimp, Localytics, Urban Airship
Social Media Marketing/Blogging tool:	Sniply, Typeform, Shagr, Hootsuite, Social Bakers, Blogspot, Wordpress
Project Management:	Basecamp, Trello
CRM/Marketing:	Zopim Livechat
Lead generation:	Hellobar
SEO:	Moz
Google Advertising:	GDN*, SEM*
Others:	Twitter Ads*, Microsoft Office, Adobe Suite, Visual Retailing, SketchUpPro
Languages:	English and Thai - fluent; Spanish: basic working knowledge

*from managing media agency

WORK EXPERIENCE

Estee Lauder Companies (ELCA), Bangkok, Thailand

Assistant E-commerce Marketing Manager - Corporate Online Department

June 2015 - Present

Brand site role:

- Project lead the launch of Bobbi Brown e-commerce site which exceeded sales target by 50%. Managed teams in different functions and countries to meet deadlines and keep communications comprehensive to all. Initiate new acquisition strategy using Facebook Leads Ads. Improved EDM click rate by 5% by using emojis in subject line. Use big data to craft Facebook posts which contributed over 10% to monthly revenue

Retailer site role:

- Tactically managing teams of 20 people with marketing plans, sales/stock forecasting and replenishment, and establishment of new retailer boutique sites to achieve annual sales target of 13 million THB +

Corporate role:

- Corporate lead for e-commerce optimisation such as website retargeting tags; campaign tracking; automating Omniture analytics reports and alerts of key metrics

Reebonz, Bangkok, Thailand

Senior Online Marketing Executive

March 2013 - June 2015

- Regionally lead Reebonz's 6 international markets' mobile marketing initiative, increasing app sessions by 40%; Increased Thailand's mobile revenue by 30%
- Developed launch plan for C2C marketplace on the app
- Fully managed digital marketing spend and ROI for Thailand, reporting directly to country GM and Regional Marketing Manager and generated comprehensive weekly/monthly/quarterly reports detailing CPM, CAC, ROI, and GP calculation
- Optimized Facebook Ads to meet and exceed membership acquisition goal at CPM under \$3; sales conversion rate above 5% (for mobile)
- Implemented proper UTM tagging and default channel grouping on Google Analytics to improve conversion on digital advertising channels based on last click or direct conversion attribution analysis
- Initiated lead generation through affiliate marketing, business partnerships, and LINE resulting in 13% sales conversion
- Executed email marketing promotions, on site Zopim Livechat marketing trigger- contribution over 15% of revenue, and in order mailer promotions
- Enhanced SEO by launching Reebonz's Blogspot and curating content strategy utilizing Typeform to create engagement quizzes and Shagr to create free high quality marketing videos

Branded The Agency, Bangkok, Thailand

PR Executive

May- November 2012

- Coordinated product loans, media visits, press conferences, and events for: TWG Tea, Uniqlo, Chanintr Living, ItalThai, King Power, and Mandopop

EDUCATION

Drexel University, Philadelphia, Pennsylvania

September 2008- March 2012

- Bachelor of Science in Design and Merchandising
- A.J. Drexel Scholarship