

TANYA PHATHANATHONG

◆ SOCIAL MEDIA/DIGITAL STRATEGIST ◆

Twitter @misstrendchaser ◆ Email: misstrendchaser@gmail.com ◆ Tel: +66 61 608 6852

SOCIAL

 <https://www.facebook.com/misstrendchaser>
 <https://twitter.com/misstrendchaser>
 <https://www.linkedin.com/in/misstrendchaser>

EXPERIENCE SUMMARY

Energetic digital marketing professional with a knack of driving revenue gains through intelligent use of digital media. Five years of experience in social media, campaign management, digital advertising, lead generation, CRM & corporate branding with a proven ability to thrive in a fast-paced, dynamic environment with high expectations. Open to relocation.

ACCOMPLISHMENTS

- Languages: full professional proficiency in English, French & Thai (written & spoken)
- Fortune 500 digital marketing professional with proven success in managing rapidly expanding social communities (2.5M fans) that generated community participation & brand advocacy resulted in 20% increase in inbound traffic
- Successfully managed local SEO optimization strategy for Business Development Bank of Canada, SportChek, FedEx USA & Home Advisor, resulting in 25% increase in traffic
- Implemented world-class social listening & analytics tools and streamlined internal process for KFC Thailand resulting in 15% increase in customer satisfaction
- Extensive experience living & traveling in Asia & North America; excel in finding new market opportunities and products that fuel revenue growth

PROFESSIONAL EXPERIENCE

Senior Manager - Social Media
Yum! Brands - KFC
March 2015 - Present

- Lead social conversations strategy across Facebook, Twitter, Instagram, Line & other social platforms - finding key ways to optimize engagement & interactions
- Manage agency partners on strategy planning, content creation & media buying
- Implement world-class social listening & analytics tools and streamline internal process resulting in 15% increase in customer satisfaction

Regional Account Manager
MRM//McCann
September 2014 - March 2015

- Managed & grew regional accounts which included Google Japan, Intel & Nike ASEAN and Subway Thailand
- Took an active role in building the clients' business, generating new strategies & anticipated clients' needs

Digital Account Manager
SweetIQ Analytics Corp
July 2013 - August 2014

- Managed all client communications, conflict resolution & compliance on client deliverables. Oversaw campaign execution & optimization. Identified upsell opportunities & devised strategies
- Successfully managed campaign optimization for BDC, SportChek & FedEx USA & Home Advisor resulting in 25% increase in traffic

Founder/Owner
SocialFuel Media
February 2013 - Present

- Worked with prospects & clients to create digital/social media campaigns that drive target buyers to clients' sites and generate qualified leads
- Worked with partners, sub-contractors to ensure all campaigns are delivered with highest level of quality

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PROFESSIONAL EXPERIENCE (CONTINUED)

Marketing Business Analyst

Xerox Canada Limited
February 2010 - February 2013

- Identified & monitored competitive activities, analysis of products & promotions in an effort to increase sales
- Responsible for key accounts which included McCain Foods, Bell Aliant, Queen's University, Sobeys & Irving Oil - valued at \$28.6M annually
- Two-time Winner Analyst of the Year Award (2010 & 2011)

Marketing Specialist, APAC

DuPont Thailand Limited
September 2007 - May 2009

- Served as Project Leader for Leads-For-Growth campaign, part of DuPont's strategic digital & CRM growth initiatives
- Worked closely with SBU leaders to ensure project quality; developed cross-functional digital CRM campaign resulted in 20% increase in incremental revenues

EDUCATION

January 2010- July 2012

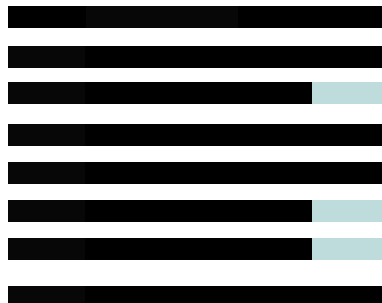
Graduate Certificate, Digital Marketing & Internet Business
McGill University, Montréal, Canada, GPA: 3.56

September 2002 - June 2006

Bachelor of Commerce, major marketing; minor finance
John Molson School of Business, Concordia University, Montréal, Canada

SKILLS

- Social Media Marketing
- Digital Media Strategy
- Agency Management
- Community Management
- Social & Web Analytics
- SEO/SEM
- Corporate Branding
- Project Management



INTERESTS

- Social Media & Digital Trends
- Travel
- Technology & Innovation
- Business Networking
- Fashion & Design
- Beach Volleyball
- Wine Tasting & Craft Beer
- Zumba

AFFILIATIONS

AMCHAM YPC - Thailand
Committee Co-Chair
2015 - Present

McGill Toastmasters Club
Member
2013 - Present

Canadian Marketing Association
Member
2012 - Present