

# Miss Neeracha Sutthipornpan

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## Personal Data

**Date of birth:** 27 January 1978 (age 38)  
**Marital Status:** Single  
**Nationality:** Thai  
**Religion:** Buddhism



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## Professional Experiences

### PACIFIC LICENSING STUDIO

*A brand management and consumer products licensing agency, representative of Warner Bros. Consumer Products, Cartoon Network, and DreamWorks Animation for Southeast Asia.*

**Digital Marketing Manager (Regional; Southeast Asia)**

**Sep 2011 - Present**

#### Responsibilities:

- **Digital Marketing & Brand Strategy for brands:**
  - Develop digital marketing plan and manage campaigns for brands the company's representing, driving brand awareness, customer engagement, brand interaction for S.E.A markets.
  - Work with each local Marketing Manager to strategize digital marketing plans, determine objectives and suggest suitable tools for each plan.
  - Create Social Media marketing plans for all major properties, which are materially relevant and actionable by all local offices, and oversee/assist in said activation in conjunction with local Marketing Manager. Including budget and measurement.
  - Analyze and evaluate both existing and potential digital marketing strategies, gather and analyze market research to determine opportunities and competitiveness for brands that the company's representing.
  - Responsible for P&L/budgeting for the Licensor's review and approval. Ensure digital strategies of each brand aligned with the brand's roadmap.
  - Coordinate and maintain marketing vendor's (agencies) effectiveness by continual assessments and briefings. Monitor performance of every campaign against benchmarks and make recommendations when necessary.
  - Provide brief or conduct training to advertising agency on brands guidelines to ensure the correct branding and brand's personalities are well presented through all online channels.
  - Monitor and track progress, provide reports and data analysis after each of the social media campaign.
- **Digital Marketing for the company:**
  - Responsible for developing and implementing the company's comprehensive social media marketing strategy and presence. Develop social media as a communication tool for the company to its various constituents both B2B and B2C, ranging from licensees, retailers, and consumers.
  - Develop and maintenance company website and various Social Media platforms such as Facebook, Twitter and YouTube channel to enhance the reputation of the company, generate awareness in the marketplace and creating B2B linkages.
  - Provide advices and recommendations to the management team on how to use existing and evolving digital platforms to the benefit of the company and its customers.

- Stay knowledgeable on digital marketing news and trends, share best practices, oversee and provide training/guidance to junior staffs. Advise other internal departments on questions regarding digital marketing.
- Analyze and track the department project success against department goals, benchmark results and provide ongoing strategic recommendations.

## **GLOBAL BRANDS GROUP (THAILAND) CO., LTD.**

*Licensing Agency*

### **Creative & Brand Assurance Manager**

**Jan 2009 - Oct 2010**

#### **Responsibilities:**

- Assist Regional Manager in development of product strategies for category with Sales and Marketing teams, including retail trend identification, concept, and pricing.
- Communicates product development information to licensee's functional teams including design, merchandising, and production.
- Work with external partners and internal teams on all aspects of development to production, ensuring all products are approved in a timely manner.
- Supervise junior executive members in team, provide training, review and improve their performance.

### **Creative & Brand Assurance Executive**

**Feb 2006 - Dec 2008**

#### **Responsibilities:**

- Responsible in managing the complete brand assurance and creative development process of all licensees in various categories including; FMCG, toys, home appliance, apparel and accessories. Overseeing the development & approval of all products, promotional activities and advertisements (TVC & print adv.)
- Work with licensees to develop high quality products or marketing campaign that reflected the intrinsic qualities of licensed brands. Study retail trends, consumer behavior and market research to improve product design quality in each category.
- Provide support to Licensees and manage their product development process. Arrange meetings to discuss creative and innovative branding ideas/approaches for new product ranges. Conduct trainings to improve the licensee's design and the look of product collections.
- Oversee the development of each product via a strict approval system. Ensure full communication with licensees on all matters related to product approvals.
- Facilitate and manage creative projects, including: supporting Sales team with sales pitch concepts, creation of retail in-store POP and advertising material to support events and promotions.

## **SOTA BITI CORP.**

*Product design & development company.*

### **Graphic Designer & Product Project Manager:**

**Sep 2004 - Jan 2006**

#### **Responsibilities:**

- Handle all creative design projects for both the company's and its clients, including logo & website design and marketing collaterals.
- Manage the execution of creative and technical product design development projects from conception through delivery, including timeline management, project resource management, budget planning and shipment tracking.
- Work closely with Quality Assurance team to ensure an international quality standard.

## **FIF DESIGN CO., LTD.**

*Graphic Design Agency.*

### **Graphic Designer:**

**Jan 2004 - Aug 2004**

**Responsibilities:**

- Create corporate identities for clients, which include logo design, packaging designs, POP, advertising materials and brand manual guidelines.

**MOVIESEER CO., LTD.**

Web design company and movie portal website.

**Senior Designer:**

Jan 2003 - Dec 2003

**Web & Graphic Designer:**

May 2000 - Dec 2002

**Responsibilities:**

- Design websites for company's clients using Dreamweaver, Flash & basic HTML, work with programmers and manage timeline of each project.
- Manage and handle all the company's graphic-related projects, design graphics for company's corporate identity and all marketing collaterals, both printed and online media including company's multi-media presentations, and trade show exhibitions.
- Create Movie's Mobile Contents and marketing collaterals using key visuals given by licensors such as Walt Disney Pictures, Columbia Pictures and Sony Pictures.
- Oversee junior designers, coach & train as required.

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## Education

**University of Thai Chamber of Commerce**

May 2006 – March 2008

Master Degree in MBA for Communication Business Management (GPA3.90)

**Chiang Mai University:**

May 1995 – March 2000

Bachelor Degree in Architecture (GPA2.82)

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## Skills

**Computer Software:** Adobe Photoshop & Illustrator, MS Office (Word, Excel, PowerPoint), both PC and Mac user.

**Language:** Thai (Native), English (Speaking: Good, Writing: Good)

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