

RESUME SUMMARY

Latest Position	Digital Marketing Manager
Years(s) of Work Experience	16 years
Latest Job Function	Marketing Communication
Latest Industry Sector	Insurance / Pension Funding
Latest Career Level	Senior
Highest Education Attained	Master
Authorized to work in Thailand	Yes
Latest Salary	THB93,000
Availability	Within Months - 1 Month



PERSONAL PARTICULARS

Gender	Male
Age	36
Date of Birth	27-May-79
Nationality	Thailand
Marital Status	Single
Living Location	Bangkok Area - Pathumthani
Postal Code	12150

EXECUTIVE SUMMARY

I graduate Master Degree in Major Mass Communication Technology from Ramkhamhang University and have extensive in Media Advertising experience In addition, I possess over 10 years experience in Digital CRM, Online Web & Digital Marketing, Online Media, Graphic design, Printing and Publishing. I'm highly organized and adept at meeting tight deadlines that are so common in this fast paced industry.

EDUCATION

2005 - 2007

Ramkhamhang University, Mass Communications Technology (major: communication arts)
Grade / GPA: 3.85

1998 - 2002

Srinakharinrajviroj University, Art educations (major: Art)
Grade / GPA: 3.30

WORK EXPERIENCE

FWD Insurance Company PCL**Digital Marketing Manager****Apr / 2015 - Present****THB 93000**

- Develop and manage over all Digital marketing strategy for FWD Brand, include digital Media plan to **to raise brand awareness**, reach and engagement of all FWD's digital platform asset (Website, Socialmedia, Mobile Application)
- Develop and manage Digital marketing communications contents of brand campaign or Social media activity for FWD brand in all social media channel Facebook Youtube and other
- Conduct digital market research, analysis digital market trends and review new technologies and keep the company up-to-date on the developments of all digital marketing.

Haier Electrical Appliance (Thailand) Co.,Ltd.**Head of Marketing Communication (Digital & PR)****Aug / 2014 - Mar / 2015****THB 75000**

- Manage over all Marketing communications strategy, include offline media and digital marketing and online Media include advertising, graphics design and collateral, so as to support Haier brand.
- Manage digital marketing strategy for Haier brand include all social media channel Facebook Youtube and other
- Manage for overall of Public Relation for Haier brand.

Yum! Restaurant International Thailand Co.,Ltd. (KFC)**Digital Marketing & Social Media Manager****Aug / 2013 - Jul / 2014****THB 61000**

1. Develop and execute Digital Marketing campaigns strategy and Social media through relevant digital platforms. Measure and report performance of all digital marketing campaigns, and assess against goals
2. Engage consumers through day-to-day management Social Media asset of the brand(s) presence on Facebook, Twitter, Instagram, You Tube etc. and improve the usability, design, content and conversation of all digital marketing
3. Leads the development and execution of interactive and digital marketing programs to drive brand presence via all effective channels of online communication
4. Drive digital agency relationships to work day-to-day agency process to follow with campaign strategy and reach goal and KPI.
5. Review new technologies and keep brand at the forefront of developments in digital marketing.

Panasonic Siew Sales (Thailand) Co.,Ltd. (Panasonic)**Web & Digital Marketing Supervisor****Aug / 2010 - Jul / 2013****THB 35000**

1. Develop Digital CRM Project (Club Panasonic) planning strategy and managing to increase customer engagement and number of subscribers database in platform for brand Panasonic by online & digital loyalty program (Digital CRM campaign, Social online promotion campaign, Online activities, Email Marketing etc.)
2. Develop Internet TV Application project (Smart VIERA TV) for brand. Planning strategy and managing to create application with Thailand business famous partners (3BB, DTAC, MCOT, VoiceTV, Major Cineplex, You2Play, BangkokBizNews etc.) and also managing Promotion Marketing campaign with each partners to increase sales out of TV product.
3. Develop Digital & Web Marketing Project of consumer product and Business product for brand. Planning strategy and managing to develop official products community website. to promote product and promotion by online activities
4. Develop Social Media Management for brand. Planning strategy and managing Facebook Panasonic fan pages, Twitter, Youtube to drive people come to be fan by online campaign and activities.
5. Develop Online search engine marketing (SEO, SEM by Google, Facebook) Planning strategy with agency partners to build programs. Continual tracking and optimizing of plan on a regular basis.
6. Managing Web Analytics – analyze, and synthesize web analytics to increase web traffic by online search keyword & display performance.
7. Leads the development and execution of interactive and digital marketing programs to drive brand presence via all effective channels of online communication
8. Drive Digital agency relationships and day-to-day agency process

Talisman-Media Groups Co.,Ltd.**Sep / 2007 - Jul / 2010**
THB 32000**Graphic Director**

- Managing and control Graphics design in Process and coordinate with the Clients and suppliers to ensure quality of printed end-result and involved with press-checks and approvals.
- Create and Developing concept design and graphic Layout of Advertising and Magazine art work for the clients.
- Develop the websites to support the new media and friendly usage for user.
- Develop theme & Advertising marketing.
- Able to use the social media to drive more traffic effectiveness to websites such as twitter, facebook, youtube, etc.
- Find new media opportunity to support promotions and campaigns in on-line and off-line

MEDIA REFLEX Co.,Ltd.**Jun / 2005 - Aug / 2007**
THB 25000**Creative Director**

- Thinking Developing and Create concept Design for Advertising artwork for client.
- Making Decisions and Solving Problems -- Analyzing information and evaluating results to choose the best solution and solve problems.
- Getting Information -- Observing, receiving, and otherwise obtaining information from all relevant sources.
- Establishing and Maintaining Interpersonal Relationships -- Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Organizing, Planning, and Prioritizing Work -- Developing specific goals and plans to prioritize, organize, and accomplish your work.

SKILLS (OPTIONAL)

Have a good working knowledge of Adobe Creative Suite (Photoshop, Indesign, Illustrator), Microsoft Office, Internet Program, Social Media FBML Etc.

LANGUAGES (OPTIONAL)**Spoken:** English**Written:** English