

Resume of:

NUTTAWUT LERTSRIMONGKOL (NUI)

58/45 Sukhumvit Soi64, Bangchak,
Phrakanong, Bangkok, Thailand 10260.

Mobile phone: +669 53635424

Email: Nuttawut.lertsrimongkol@gmail.com



Personal Information

Age: 38 years old

Date of birth: February 26, 1978

Place of birth: Bangkok, Thailand

Weight: 74 kg.

Height: 171 cm.

Marital status: Single

Religion: Buddhist

Military status:

Exempted from military service

Physical condition:

Good health

Leisure interests:

Charity Fundraiser, Cardio trainings, Internet, Orchestras, Music and Travels.

Summary

An International Marketing & Integrated Marketing Communications Leader with 14 years' experience in various Global FMCG / Beverage / Automotive Brands/ Digital IT Application. With the extensive Regional and local experiences which covered the assigned countries & regions such as ASEAN, India, CEEMEA, emerging markets and Greater China.

My area of expertise; Mobile Messenger Application, FMCG brands - Beauty & Skincare, Baby's Nutrition & Beverage brands includes Brand development in ASEAN & emerging markets, Business & communication Plan and Strategies as well as the executions through various communication channel, TVC / Print / Digital / Event / In-store / PR and HCP Communications.

Relevant Professional Experiences

April- August 2015

TRUE CORPORATION PUBLIC COMPANY LIMITED

Position:

Deputy Director –

Group Brand Management & Integrated Media Center

Key Responsible Business:

True Group Corporate Branding (All brands)

Corporate Social Responsibility

Apple Business Partnership / I-Content Business

Special CEO Assignment

- Lead to develop and provide the strategic direction for True's Corporate Branding, All Brands under True Group of company, True Corporate Social Responsibility (CSR) – (such as Pray for Nepal, Help Myanmar, True ปลูกปัญญา, Thai Missing Application มุลนิธิกระจกเงา, WeGrow Application, True Farm Application), Convergence Business (True Smart, True Smart City, Smart Building), Apple Business Partnership (Beats By Dr.Dre), I-content Business Segment (Pikachu character, True Music, True ID), Special Assignments from CEO such as True IconSiam Project, Siam Wing (Air charter flight), CP Group – Supported Royal projects - Bike For Mom, Bike and Concert ราชภัฏคดี), rebrand of CP Group and CP group corporate brand crisis management.
- Analyse how each brand is positioned in the market and crystallise targeted consumers insights to translate brand strategies into brand plans, brand positioning and go-to-market strategies.
- Manage the teams to develop and set the brand look & feel and quality standard as well as oversee the campaign development both BTL and ATL including customer touch points to ensure the most integration and achieve the company objectives or KPI.
- Overlook and advise teams on corporate identity and strategic branding direction to ensure the most consistency and in-line with the brand plan.
- Monitor and report the brand performance and marketing activities against the ROI or KPI to help each brand to achieve the business target as well as the brand leadership position and top of mind brand awareness.
- Overlook and manage the team for sourcing, qualifying and managing the third party creative, production houses including internal resources to deliver the best under the standard cost & quality control.
- Coaching, Inspiring and Motivating team members to increased good productivities and provide the new ideas, trends, knowledge, training and best practice to inspire the teams.

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Relevant Professional Experiences

December 2013 – March 2015

LINE CORPORATION

Position:

Key Achievement & Responsibility:

Senior Manager – Marketing (Thailand & Myanmar)

Corporate Marketing - Marketing, Communications and Corporate Branding, Promoting LINE's Platform both LIFE & Entertainment via ATL communication, Online & Offline Activities which cover;

- [CORE MESSENGER APP]: Messenger service, Video Call, Sticker, Free Call, Premium Call, Freecoin.
- [LINE BRANDING&EXPERIENCE]: LINE FRIENDS Pop-up Store & LINE CAFE (lifestyle)
- [LINE GAME]: LINE Cookie Run, LINE Rangers, LINE Let's Get Rich, LINE Disney TSUM TSUM, LINE Stage, LINE Football League Manager, LINE Trio.
- [FAMILY APPS]: LINE TV (entertainment), LINE Dictionary (lifestyle), LINE SHOP (e-commerce), LINE B612 (lifestyle), LINE CAMERA (lifestyle), LINE TOSS (lifestyle), LINE Music (entertainment) and LINE WEBTOON (lifestyle) and LINE@ (B2B&B2C).

[Achievement]

1.) Received International Awards from LINE Corporate Branding TV Commercial "Closer & Secret Code" :-

- A Bronze Film Lion, Cannes LION 2014
- A Silver award from the Asia Pacific Advertising Festival (ADFEST 2014).
- A Gold award from Adman 2014.
- The Honour Award from Thailand Consumer Protection.

2.) Introduced LINE GAME in Thailand Market, Created Mobile Game Category with 2 mega hit titles; LINE Cookie Run & Let's GetRich.

- Responsible for LINE Thailand & Myanmar – Brand Management & Brand Marketing Direction, LINE Branding & Mobile Game Marketing plans, Ecommerce Marketing, Brand Proposition and Brand Strategy, User & Product Marketing Research, as well as Budget.
- Responsible & Create all Thailand & Myanmar communication strategy and execution including; ATL (TVC, Radio, OOH and Digital Media, Print) & BTL Communication (Launch event / PR Press Conference and Seminar), Online + Digital (SNS, Online Brand Content, All Social Media, GDN, SEO, SEM, Mobile Targeted Media), as well as Co-Marketing Promotion, Partnership Marketing with Both Leading International and Local Brands.
- Develop and introduce new LINE mobile messenger services & New Services.

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Relevant Professional Experiences

September11-November2012

BUMRUNGRAD INTERNATIONAL

Position:

Senior Marketing Manager – International Marketing

Key Achievement & Responsibility:

- Led of International Marketing Department.

Achieved 30 % Sales Volume & Revenue via International Business Partnership in over 15 Countries and Identified new market and partnership - Indonesia (Referral offices in Myanmar, Cambodia, Vietnam, Singapore, Hong Kong, Australia, Mongolia, Bangladesh, Pakistan, Bahrain, Kuwait, Oman, Ethiopia, Sudan, and Nepal. (KPI new markets - Indonesia, China, Russia).

Initiated and organized charity fund raise project "Myanmar Healing Heart Project" which it's part of the celebration of the auspicious occasion of His Majesty the King's 85th Birthday Anniversary in collaborations with The royal Thai government, Royal Thai Embassy in Myanmar, Myanmar governments, Thai Airasia and Bumrungrad to provide the medical operation and treatment to selected 6 Burmese children who are having the congenital heart diseases and provided the training and workshop to over 80 Myanmar physicians.

- Established Regional Communication and Performed as Spoke Person for Bumrungrad (IndoChina / Bangladesh).

- **Marketing / Strategy / Sales / Product Development:**

- Responsible for International marketing plans, proposition, overall strategy & budget as well as working closely with each of market partners to develop effective marketing strategies.
- Monitor report, improve volume, revenue, expenses, forecast, and analyze the profitability of key referral markets.
- Responsible & Create all communication strategies including; ATL communication (advertising) / Public Relations (press & media – Publicity strategy) / any related Activities (event / seminar) to fit with each market landscape and insight as well as to fit with each local country's regulatory & restriction.
- Develop and introduce new products and service as well as provide knowledge training to each markets
- Monitor market trend, economic, political situation of each country to foresee and provide effective plan as well as tailor to fit each markets.

- **Business Development / Relationship Management:**

- Identify, evaluate and develop new geographic markets to refer patients in the hospital in Bangkok.
- Develop and manage Bumrungrad offices and referral agent relationships to establish the Bumrungrad brand, increase referral volume and coordinate patient referrals in each market as well as Researches.
- Working closely and build up relationship with government sectors / private or corporate sector, key medical opinion leader/ healthcare of each country.

- **Operation:**

- Work with referral offices aim to improve quality of the service / operational with Internal Bumrungrad functions and services (Hospital Referral Center, Medical center, Doctor and all related departments).
- Set up / launch procedure to each of the offices as well as to Develop and Conduct Annual orientation/ training / conference in Bangkok.

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Relevant Professional Experiences

May 2008 – August 2011

SAATCHI & SAATCHI ADVERTISING

Position:

Regional Account Director

Key Responsible Business:

Regional Mead Johnson Nutrition's

Part of Regional Client service which responsible on Mid-Tier Brands: Sustagen/ Lactum and Premium brands: Enfagrow for ASEAN, India, CEEMEA, emerging markets & China.

- Business analysis / brand leadership / process:
 - Responsible for the campaign holistic plan / Integrated Marketing Communications (IMC) across region as well as to generate communication idea & plan
 - Set up / Monitor regional working process and deploy to all markets.
 - Prepare communication research / TV testing / Brand tracking that to help leading the better understanding of consumer targets in each market.
 - Update quarterly competitors, brand reviews and evaluations as well recommendation of brand direction.
- Project leadership:
 - Conduct and arrangement all meetings and report regularly to parties, monitor to all creative briefs
 - Control all advertising / campaign budget across responsible markets.
 - Supervise all assistants in the team in each local office (Malaysia, The Philippines, Vietnam, Indonesia and China) and the rest as well as including all Budget controllers / scope of work for all projects.
 - Conduct the talent managements across region and execute all regional & localized communication materials.
 - Execute all regional & localized holistic communication materials such as Thematic; sustain TVC, promotion TVC, Print, In-store visual, Digital / Online campaign / Activation.
- Business Negotiation / evaluation:
 - Involve with the agency fee calculation process, set the scope of work in the regions (ASEAN, INDIA, China, and Emerging Markets).

Position:

Regional Associate Account Director (AAIJK)

Key Responsible Business:

Regional Procter & Gamble Business Unit

Regional OLAY (Whitening (mid-tier), Anti-Ageing and Body Wash)

Regional Head & Shoulders (India & ASEAN)

Part of largest regional client service team which covering the entitle regions: ASEAN, ANZ (Australia & New Zealand), India and North Asia (Japan & Korea) with specific brand: Procter & Gamble AAIJK (OLAY & Head&Shoulders)

- Business analysis:
 - Supervise / consult to brand team in area of communication/ brand & product concept / future initiative / tactic / competitive landscape and against plan assignments as well as specific area needed.
 - Responsible for the campaign holistic plan across regional with all touch points and loop team
 - Prepare consumer research (marketing) / communication research / PR Plan/ Digital plan / Brand tracking that to help leading the better understanding of consumer targets.
 - Generate communication ideas, creative launch plans to all markets.
 - Update quarterly competitors, brand reviews and evaluations as well recommendation of brand direction.
- Project leadership:
 - Lead of BAL team as well as coordinate effectively with clients and departments both within P&G and externals in order to deliver all objective and creative works to meet market plans and activities plus of regional FDA related issues
 - Conduct and arrangement all meetings and report regularly to parties, monitor to all creative briefs
 - Control all advertising / campaign budget across responsible markets.
 - Supervise all assistants in the teams in each local office (Malaysia, Vietnam, Cambodia, The Philippines, Indonesia, Korea, Australia and India) As well as PR agency, Digital Agency, Instore Agency and Media.
 - Conduct the talent and celebrity managements across region.
 - Execute all regional & localized holistic communication materials such as TVC Brand Sell, Leverage, Tactic promotion, Key Visual, In-store visual, Digital / Online campaign / Activation.

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Relevant Professional Experiences

September 2005 – August 2008 **TBWA\ THAILAND**

Position:

Account Director

Key Responsible Business

NISSAN (commercial – cross car line - promotion) & TOA (paint)

Part of solid client service team with major responsibility on building a strong trust relationship with the clients and perform as consultant on advertising area - IMC with specific brand: Nissan – TOA

Position:

Sr. Account Supervisor / Account Supervisor

Key Responsible Business

**NIVEA BODY (for men – whitening – moisturizer - specialty),
NIVEA VISAGE (moisturizer – serum – rinse off),
NIVEA SUN (face – body) and NIVEA LIPCARE) / adidas / Chivas**

- Business analysis:
 - Responsible for all above the line (ATL) in Local & regional by project (pilot).
 - Assist all local project planning, media and implements of advertising campaigns.
 - Adaptation to localize campaign, with all planning, strategic as creative works.
 - Update quarterly competitors, brand reviews and evaluations.
- Project leadership:
 - Coordinate effectively with clients and departments in term of deliver all creative works to meet market plans and activities, IMC Thematic, Tactic, promo TVC, Print, In-store / Dealer Key visual, Radio, Online campaign, Activation (event).
 - Conduct and arrangements all meetings and report regularly to parties, monitor to all creative briefs.
 - Supervise all the assistants in the team.

January 2003 – August 2004

LEO BURNETT THAILAND

Position:

Account Executive

Key Responsible Business

General Motor (Chevrolet) & Tiger Beer

Part of excellent client service team with major responsibility on building a healthy relationship with the clients and perform as consultant on advertising area with brands: TIGER BEER / CHEVROLET / JOHNNIE WALKER

- Business analysis:
 - Responsible for all above the line (ATL) and below the line activities (BTL), CRM – Total IMC campaign.
 - Assist all regional brand planning, media and implements of advertising campaigns.
 - Adaptation to localize campaign with all planning, strategic as creative works.
 - Update quarterly competitors, brand reviews and evaluations.
- Project leadership:
 - Coordinate effectively with clients and departments in term of deliver all creative works to meet market plans and activities – Integrated Marketing Communications (IMC).
 - Conduct and arrangements all meetings and report regularly to parties Prepare all creative briefs.

Position:

Activation Executive

Key Responsible Business

**Nokia, Phillips Electronics, Johnnie Walkers, Thai Mobile,
Philip Morris, ISB International School**

- Business analysis:
 - Responsible for Below the line activities (BTL), Public Relations and Event marketing.
 - Implement follows marketing plan and support trade, sales by using promotion activities.
 - Assist media planning and implements of advertising campaigns.
 - Update regularly competitors / summarize and campaign evaluations.
- Project leadership:
 - Coordinate effectively with clients and departments in term of deliver all creative works to meet market plans and activities and conduct / arrangements all meetings and report regularly to parties.

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Other Experiences

Violin Instructor & Music Librarian,

Mahidol University: - Music Academy, July 1996 – Nov 1999

GMM Grammy - MIFA: The International Academy of Music Bangkok, August 2000 – June 2001

Music schools and International schools in Singapore, September 2004 – July 2005

Violin & Choral Member,

Chulalongkorn Symphony Orchestra / Karusath Symphony Orchestra, June 1996 – March 2000

Thai Youth Orchestra, 1991 – 1996 / Saint Dominic School Orchestra, 1991 – 1996

Training Experiences

Recession Brand

Saatchi & Saatchi, Thailand, 2009

P&G – Annual Brand & Marketing Training

Regional P&G, Singapore 2008, 2009

Disruption

TBWA, Thailand, 2007

Presentation skills & Brand Belief System /Media & Evaluations

Leo Burnett, Bangkok, Thailand, March 2004

Areas of Accomplishment

Customer Focus	<ul style="list-style-type: none">- Communicate well with all age groups- Pleasant personality, service-minded with a genuinely warm and friendly approach
Languages	<ul style="list-style-type: none">- Thai native speaker, Fluently in English for both written and oral communications
Computers	<ul style="list-style-type: none">- Proficient in MS Windows, MS Word, MS Excel, MS PowerPoint, WWW & Email
Employment Characteristic	<ul style="list-style-type: none">- Get on very well with colleagues as well as customers, corporative and respectful- Positive attitude, flexible, confidence, mature, patient, punctual, reliable, and hard-working- A well-organized and planning skills - ambitious to improve - good Listeners- Strategically thinking

❖ Educations

Bachelor of Education, B.Edu (Violin)

Chulalongkorn University, Bangkok, Thailand, March 2000

Theatre Lighting Design.

Hong Kong Academy for Performing Arts, Hong Kong, January – March 2002

❖ References

Mr. Gerald Gonzalez, Regional Director (P&G ASIA).

Saatchi & Saatchi (Regional office - Singapore) – [Email upon request.](#)

Mr. Teerasak Arunrungwattana, Group Director, Group Brand Management & Media.

True Corporation – [Email upon request.](#)

Mr. Thanayus Leeraphan, Global Brand Director, Unilever ASIA.

Unilever (Singapore) ASIA – [Email upon request.](#)

Ms. Jeehyun Jina Cho, Global Senior Business Development Manager.

LINE Corporation HQ Korea – [Email upon request.](#)