

Elizabeth Man | Mobile: (+66) 84-636-6353 | Email: lizziman@gmail.com

A hybrid of digital products, channels, marketing and communications specialist, with over 12 years of hands on experience in pioneering strategy and executions. Goal oriented professional with high-energy and a solid suite of experience.

WORK EXPERIENCE

Mar 2015 - present **VP HEAD OF INTERNET PRODUCTS PARTNERSHIP** at Total Access Communications Plc., (dtac)

- Business development of Internet Products through partnership to accelerate internet adoption and mobile data usage, as well as explore new source of business
- Develop new partnership models and project milestones with existing and new partners
- Align different initiatives with internal business objectives, as well as manage projects with technical, marketing and communications efforts from concept to launch
- Change catalyst to drive digital knowledge adoption within the organisation and provide ongoing information sharing on digital innovations

Partners: Google & YouTube, Facebook, Line, Whatsapp, Viber, Tripadvisor, Uber, Rovio, Netmarble and many more.

2014 - 2015 **CLIENT SOLUTIONS MANAGER** at Google (Thailand) Company Limited

- Advisory role to media agencies, creative agencies and leading CPG brands on how best to build brand, get optimum ROI from their media spend, with emphasis on understanding each business needs and using creativity and smart media planning to unlock potentials and answer objectives
- Accounts management, campaign management & analysis

Brand portfolio: Unilever, P&G, L'oreal, Coca-Cola

2011 – 2014 **AVP HEAD OF ONLINE MARKETING** at Total Access Communications Plc., (dtac)

- Spearhead all online marketing strategies and executions for dtac, including media planning (search, display, social advertising, influencers, email etc.) social media and campaign activity planning together with the team, creative agencies and media agencies
- Working with marketing, product and marketing communications team to initiate and amplify campaigns online to achieve sales target and other marketing objectives
- Analyse consumer trend and analytics to evaluate performance with aims to drive quality traffic to website and achieve better conversions, expand reach at lower cost and improve engagement
- Develop social media strategy, content & engagement strategy for dtac & Happy brands on Facebook, Line, Twitter, Instagram and Youtube (total 'followers' altogether reaching 10M)
- Ensure seamless online customer journey from discovery to conversion

2010 – 2011 **DEPARTMENT MANAGER** at Charoen Phokphand Foods Plc., (CP)

- Initiate ideas and execute marketing campaigns for CP Sausage, one of the largest product portfolios within CP, in order to respond to the marketing, the brand, the sales objectives and work with creative agencies to deliver solid results
- Team up with R&D, trade marketing, product managers, sales department to develop new products to excite the sausage market and explore market opportunities viewing the whole food/snack category as competitors
- Build digital strategy (website, social media, mobile) for CP brand including its wide ranging food portfolios, launch and maintain CP brand Facebook to interact with consumers. In charge of introducing new technologies to enhance consumers' positive experience with the brand.

2006 – 2010 **ASSOCIATE DIGITAL PLANNING DIRECTOR** at Lowe Thailand specializes in digital communications and direct marketing

- Develop digital communications strategy and project planning to deliver marketing goals and generate value for the business, with measurable results
- Identify key insights from customer research to create a holistic view of the audience. Understand their behavior within an online environment to develop contact strategies and flows that will trigger actions in each stage of the journey.

Brand portfolio: 100PIPERS, Chivas, The 1 Card, Mercedes Benz, Clear for Men, AXE

2005 – 2006 **ASSISTANT PRODUCT MANAGER** at LANCÔME (L'oreal Thailand)

- Plan and carry out product launching strategy for Fragrance: including product testing, analyzing competitors, media planning, price setting, product training, advertisement & displays
- Leverage database to understand behavior in order to devise targeted communications and offers
- Understand how shoppers behave and think in retail space to capture their interest, influence their decision and drive purchase at point-of-sale

2003– 2005 **ACCOUNT EXECUTIVE** at TEQUILA\ of TBWA\ Thailand specialized in CRM and Direct Marketing

Brand portfolio: Orange (now TrueMove), Golden Land, Pedigree, Samsung, 7 Eleven

ACADEMIC PROFILE

2002– 2003	MA in Marketing from University of Nottingham
1999 - 2002	BSc in Management from Royal Holloway University of London

ACHIEVEMENTS/ TRAININGS

2015	One of 3 young talents from dtac to attend and speak at Telenor Group Forum in Oslo, an annual event where C-levels from all Business Units congregate
2013	Among the 5 selected candidates from dtac to attend Mini MBA course at Lahore University of Management Sciences, Pakistan
2012	Guest speaker at Bangkok University on digital marketing
2009	Selected for High Flyers Program training in Dubai where Lowe agencies sent representatives from around the world to get trained on strategic toolkits
2005	Awarded a management trainee position at Loreal Thailand
2001-2002	President of Samaggi Samagom, the Thais association in the UK organized events to facilitate Thai students meet-up

ACTIVITIES

Loves to acquire new skills: past ventures include learning to play Piano, Flute, Drums, Guitar, Japanese language, Hip Hop, Ballet and Jazz dance, Scuba Diving,

Current obsession: gardening, travelling and daily GuavaPass sweat session