

MISS KANOKWAN CHARUTANUNT (Aey)

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Highlight: Experience in Digital Marketing over 10 years. Understand deeply in E-commerce business. Good Human Relationship, Communication skills, Creative Thinking, Enthusiastic, Hard Working and Result Oriented. Be able to identify a competitive strategy. Be able to work under Pressure, Cheerful and enjoy team working with creative thinking and well planning.

Personal data: Date of Birth : November 25,1979

Sex : Female

Nationality : Thai

Religion : Buddhist

Age : 37

Height : 164 cm.

Status : Marriage

Language ability: Thai

Speaking, listening and writing - fluent

English

Speaking, listening and writing - fluent

Education: 2009 – 2012 ,Rangsit Univesity (Online Program)

Major : Information Technology Management

Degree : Master of Science

1996 – 2001 ,Huachiew Chalermprakiet Univesity

Major : English

Degree : Bachelor of Arts

1993 - 1996 Benchama Ratcharangsarit School

Emphasis on Science and business

Degree : High School Certificate

Skills:

E&M Commerce Microsoft Office – word, power point , excel.

Digital Marketing

Email marketing

SEM / SEO

Retargeting

Social Marketing

Social Manganement

Web Design

SAP

Photoshop
Copy writing

Work experiences:

July 2015- Present

ELCA (Thailand) Limited

Position: Clinique Digital Marketing Manager

Responsibility:

- Focus on digital marketing activity.
- Manage and maintain Clinique website and all social network of Clinique Thailand (Facebook, Twitter, Instagram, Youtube and LINE official account)
- Fully support marketing program to drive engagement to brand with focus to analyze sale on post-launch.
- Involve in planning strategy and execution for online awareness to brand
- Initiate and manage online projects and search for opportunity to increase sales and brand awareness online in order to achieve target
- Manage Online Budget for media buying and other online activity and production.
- Prepare monthly online report on Key Performance Indicators (KPIs) of overall brand website, Facebook, online marketing program.
- Create and maintain positive relationship with key online influencers.
- Provides guidance/support on digital marketing to Clinique teams as well as constantly update digital marketing trend to the team.
- Management of Web Agency and 3rd Parties to understand brand direction and target in each project.
- To create comprehensive social media strategy and execution to define programs for social media technique usage to increase visibility, membership and traffic
- To observe the market trends in social media network and increase brand awareness and new visitor to brand in term of online and offline.

July 2010- June 2015

ELCA (Thailand) Limited

Position: Clinique Online Communication Manager

Highlight: October 2012, Successful launched www.clinique.co.th as a first prestige brand for Thailand Ecommerce business with a global brand standard and high-touch service. 3.5 years managed online business with sustainable growth.

Responsibility:

- Planning and manage Ecommerce business to brand site.
- Involve in planning strategy and execution for online awareness to brand
- Responsible for brand online marketing which support to marketing calendar
- Manage and maintain Clinique website and Facebook
- Initiate and manage online projects and search for opportunity to increase sales and brand awareness online in order to achieve target
- Management of Online Budget.
- Prepare monthly online report on Key Performance Indicators (KPIs) of overall brand website, Facebook, online marketing program as well as monthly online clipping
- Support Content & Product Management System

- Create and maintain positive relationship with key online influencers
- Provides guidance/support on digital marketing to Clinique teams as well as constantly update digital marketing trend to the team.
- Management of Web Agency and 3rd Parties.
- To create comprehensive social media strategy and execution to define programs for social media technique usage to increase visibility, membership and traffic
- To observe the market trends in social media network and increase brand desirability.

July 2005 – July 2010.

ELCA (Thailand) Limited

Position: Clinique Public Communications Executive

Responsibility:

Public Communication part: Responsible for communicate with all media channel. Be a part of planning, implementing and evaluating PR activities. Work closely with marketing team to ensure successful execution of activities.

Online Communication part: Manage Clinique's Thailand website as a marketing tool including developing and implementing web marketing strategy, monitoring and analyzing marketing campaign, ensuring the project will be smooth on time and budget, searching new business opportunities and partners to support marketing campaign.

March 2003 – June 2005.

ELCA (Thailand) Limited

Position: Clinique Special Events Executive

Responsibility: Being a part of management team to planning Clinique's special events and workshop.

September 2001 – December 2002

The Peninsula Bangkok

Position: Waitress (Lobby / Jester)

Responsibility: Service customers as five-star standard in a professional manner. Offer the best service to restaurant customer.

August 2000 – March 2001

Siam Inter-Continental Bangkok

Position: Waitress (Trainee and Temporary Staff)

Responsibility: Serve and take care customers from in a polite, professional and friendly manner. Clean and prepare equipment in the restaurant for setting tables.