

Thanapat Sinlapasakkajohn

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Education

Thammasat University

Bachelor of Economics Program (Business Economics)

Bangkok

October 2013

- Seminar Project : The gravity Model and Economic Integration in International Trade

Takhliprachasan School

Mathematics and Science Program

Nakhonsawan

March 2010

- Computer Science Program : POSN (The Promotion of Academic Olympiad and Development of Science Education Foundation)

Work Experience

OfficeMate (Central Group)

Bangkok

Department Manager: Store Promotion & Customer Relationship Management

April 2016 – Present

Responsible for Sales Promotion and Customer Relationship Management for Store Channel

- Manage and Develop all relevant database to ensure the information is segmented effectively for targeted marketing activities and result performance
- Gather and Prepare summary report for sales performance, store sales, promotion, CRM, sales event, product and member program
- Plan and Deliver CRM strategies to encourage new customer acquire, customer retention, customer loyalty, customer frequency and company sales
- Plan and implement promotional campaigns
- Design and Develop customer journey report for execute the promotion and commercial opportunities
- Prepare and Analysis on monthly/quarterly reports to the management team
- Prepare and Forecast budget for launching promotion
- Measure and follow on sales promotion report for store channel and analyze campaign performance.
- Participate with Operation, Merchandise, Finance and IT to ensure business process run smoothly
- Participate and Assist for any relevant with member program (The 1 Card)
- Assist and Deliver for seeking new registered member for store channel, including in sales events and staff incentive schemes.
- Set and Design "Terms and Conditions" on marketing campaign
- Oversee and Handle direct communications with customers through the CRM (SMS, Direct Mail and Mobile App)
- Assist and Participate with all concerned parties for any relevant with Retail Service (Bill Payment, Parcel Delivery and Printing Solution)
- Execute on Sales Discount and Sales Finance function on POS system
- Participate with graphic and media team for any relevant with media production

Big C Super Center

Bangkok

Assistant Division Manager: Retail Services and Business Development

October 2013 – April 2016

Responsible for Bill Payment Project

October 2013 – April 2016

- Manage and Execute the overall operational, budget, and IT responsibilities and activities of project.
- Plan and implement systems that perform the work and fulfill the mission efficiently and effectively.
- Assist and follow up in developing new Bill Payment service to ensure the project is completed on time
- Co-ordinate, support and facilitate all concerned parties to ensure business process run smoothly
- Develop and Collect information for business decision
- Provide summary report, including sales performance, promotion and other assignment
- Design business needs to IT department for system development.
- Execute User Acceptance Test (UAT) and manage testing result
- Participate and Gather any relevant information from supplier, in order to launch new service
- Seek and Develop new promotion method to support marketing campaign
- Prepare and Forecast budget for launching promotion

- Participate with related team in order to launching new promotion smoothly
- Execute on E-Campaign application, for preparing discount coupon at the end of receipt
- Assist and Participate with media production team for any relevant with media
- Set and Design "Terms and Conditions" on marketing campaign
- Identify and Monitor positioning of competitors in market place such as promotion and product
- Negotiate with supplier for money support to launch promotion
- Participate and Request recommendation from Legal department for any issue with contract or Business Problems
- Prepare relevant document and letter with Bank of Thailand
- Prepare relevant document for requesting open new Bill Payment point, with The Revenue Department
- Participate with Accounting and finance team.
- Communicate and participate with store operation team
- Assist with operation team in order to improve customer service level and process optimization
- Assist and Solve on customer problems
- Resolve problem on any issue and analyze root cause
- Maintain relationships with multi partner (Internal and External)

Responsible for Top Up Project

October 2013 – April 2016

- Manage and Execute the overall operational, budget, and IT responsibilities and activities of project.
- Plan and implement systems that perform the work and fulfill the mission efficiently and effectively.
- Assist and follow up in developing new Top Up service to ensure the project is completed on time
- Co-ordinate, Support and facilitate all concerned parties to ensure business process run smoothly
- Develop and Collect information for business decision
- Provide summary report, including sales performance, promotion and other assignment
- Design business needs to IT department for system development.
- Execute User Acceptance Test (UAT) and manage testing result
- Participate and Gather any relevant information from supplier, in order to launch new service and promotion
- Seek and Develop new promotion method to support marketing campaign
- Prepare and Forecast budget for launching promotion
- Participate with related team in order to launching new promotion smoothly
- Execute on E-Campaign application, for preparing discount coupon at the end of receipt
- Assist and Participate with media production team for any relevant with media
- Set and Design "Terms and Conditions" on marketing campaign
- Identify and Monitor positioning of competitors in market place such as promotion and product
- Negotiate with supplier for money support to launch promotion
- Participate with Accounting and finance team.
- Prepare monthly invoices, including other relevant revenues
- Communicate and participate with store operation team
- Assist with operation team in order to improve customer service level and process optimization
- Assist and Solve on customer problems
- Resolve problem on any issue and analyze root cause
- Maintain relationships with multi partner (Internal and External)

Responsible for Gift Voucher Project

May 2015 – April 2016

- Handle Gift Voucher stock to support marketing campaign and stores usage
- Prepare Gift Voucher ordering and using report
- Maintain Gift Voucher stock to mitigate risk of stock out
- Communicate with store operation team for any relevant with Gift Voucher Project
- Participate with related team (Budgeting and Controlling, Procurement, Accounting and Operation)

Responsible for Western Union Project

May 2015 – April 2016

- Communicate with store operation team for any relevant with Western Union Project
- Gather and Prepare summary report

Responsible for In-store Media Project

October 2013 – July 2014

- Participate with marketing team for any relevant with marketing campaign
 - Communicate with store operation team for installing and removing P.O.P. medias
 - Prepare and Verify Radio advertisement script for voice team
 - Gather and Prepare summary report for In-store media at Big C divided by product category
 - Prepare Income and Expense report
 - Prepare monthly invoices, including other relevant revenues and expenses
 - Maintain and Prepare information and promotion on Big C website
 - Prepare traffic report on Big C Website
 - Maintain relationships with multi partner (Internal and External)
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Activities

Evacuation Center, Thammasat University

Volunteer in flood crisis

*Bangkok**October 2011***Takhli Hospital**

Hospital Volunteer

*Nakhonsawan**April 2009***Reading Camp for primary school and secondary school**

Staff Member

*Nakhonsawan**2006 - 2010*

Skills

- Technical/ Computer skills: UAT, IT Requirement
- Computer Programs: Word processors, Spreadsheets and Presentation programs
- Language competencies: Thai, English
- English Testing score: TOEIC total score 685 (Listening 380, Reading 305)
- Marketing: Sales Promotion & CRM
- Retail Services (Bill Payment, Top Up, Money Transfer and Gift voucher)
- New Product and New Service launching
- Report, Database, Analytic thinking and Data Analysis
- Business Process and Operational Management

Personal Profile & Interest

- Date of birth: November 19, 1991
- Marital Status: Single
- Military Service: Exempted
- Interests /Hobbies: Health, Technology, Economy, Football, Music, Movies and Books