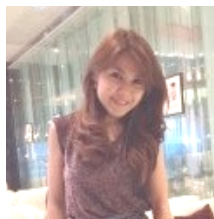


Ms. Janporn Harnsiriwattana  
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### **QUALIFICATION PROFILE**

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- Specialized in Digital creative and media planning with strategic and innovative thinking on campaigns and online communications.
- Experienced in the field of Sales professional with exposure to product development, marketing strategy and digital planning.
- Demonstrated record in client relationship development within highly competitive markets.
- Ability to leverage task management across multiple functions including Sales, Marketing, Planning areas.
- Passionate and creative problem solver who is self-starter and team player.

### **EDUCATION BACKGROUND**

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MAR 14- MAY 16	<b>Master of Science, Majored in Marketing (International Program)</b> Thammasart Business School, Thammasart University, Thailand GPAX : 3.25
JUNE 04 - MAR 08	<b>Bachelor of Arts, Faculty of Arts, Chulalongkorn University,</b> Bangkok, Thailand Major: Spanish, GPAX = 3.12
MAR 98 - MAR 04	<b>Benjamarachalai School,</b> Bangkok, Thailand Major: Arts-Language (French), GPAX = 3.70

### **WORKING EXPERIENCE**

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JUL 14 – CURRENT	<b>BACKYARD TECHNOLOGY SOLUTIONS &amp; DIGITAL,</b> Bangkok <b>MARKETING DIRECTOR &amp; CO-FOUNDER</b> <ul style="list-style-type: none"><li>• Brainstorm, initiate digital marketing platforms, implement marketing communication and create growth strategies to managed brands and firms</li><li>• Plan, execute and measure experiments and conversion tests.</li><li>• Acquiring new customers, retain and relationship account management and drive opportune and potential leads.</li></ul>
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- Design, build and maintain our social media presence
- Identify trends and insights, and optimize spend and performance based on the insights
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

JAN 14 – JUN 14

**McCann World Group and MRM, Bangkok**

*DIGITAL STRATEGIC PLANNING MANAGER*

- Strategic planning for digital campaign and transforming marketing plan into digital strategy for all key projects while acquiring new business pitching campaigns.
- Create consumer digital insights, manage Digital Marketing for all company's key account, further develop exceptional plans.
- Function on Digital Media planning and placement selecting, along with creating pathway on Measurable KPIs.
- Holding key accounts by proposing marketing campaign, being as partner of client by generated ideas of digital IMC.
- Monitor and analysis campaign report, along with provided further solution to enhance campaigns' effectiveness.
- Success campaigns with digital team are such as Kasikorn Bank, Nikon Thailand, Subway Thailand, Mitphol, Toyotire and etc.

OCT 12 – JAN 14

**mInteraction (Mindshare), Bangkok**

*SUPERVISOR, DIGITAL EXCHANGE PLANNING*

- Managing strategic digital media plans to integrate total communication campaigns.
- Overseeing all facets of the campaign execution by collaborating process of Digital Display media, Social, Facebook environment, Search and Production team along with Invention and technology team to timely deliver campaigns.
- Effectively handling all aspects of reactive and proactive media strategy focused projects from planning stages to pitch development and secure placements with accurate message-pull through, utilizing to the excellent performance.
- Implementing dynamic media performance with high effective KPIs, ROIs, visible touch-points along with well-monitored tracking and measurable reporting, optimization, and analysis.

MAR 12- OCT 12

SPA-HAKUHODO, Bangkok

*DIGITAL PLANNER*

- Implemented digital campaign strategies and creating digital Integrated Marketing Communication (IMC) plans.
- Managed dynamically and integrated the online campaign performance with high effective proposition, visible touch-points and viral launching along with well-monitored tracking and measurable reporting, optimization, and analysis.
- Provided impactful executions of a media plans and developing solid understanding of audience profiles and translates to objectives, strategies & tactics; media consumption habits and competitive analysis.
- Articulated clearly the financial implications of the buys to overall account and supervised all billings ensuring costs are on task.
- Worked on process involving with Creative and Client Service tasks.

MAR 11- JAN 12

MCFIVA THAILAND, Bangkok

*DIGITAL MEDIA PLANNER*

- Performed **online media plans**, managed and monitored the **online campaigns**: proposing, launching, tracking, reporting, optimization, and analysis.
- Managed **Media buying** for best and maximized spending and grow relationships with interactive media advertising representatives.
- Implement, maintain and perform optimization efforts for online media campaigns. Translate business requirements and campaign objectives into viable and creative interactive and online solutions.

MAY 08 – JAN 11

SAMCLICK Limited, Bangkok

*ACCOUNT EXECUTIVE*

- Maximized sales growth by establishing air-time and TV Commercial to customers, sponsors and partners.
- Enhanced customers in mobile-content services and launch new mobile-content products and services: generating successful emphasis of **SMS and Mobile Marketing** to potential corporate needs.
- Initiated new products for International and Thai prospects: **Interactive Media and Online Mobile Applications**.

- Broadened new International market, maintained client relationship management and led job process among individual departments.

#### ***STUDENT EMPLOYMENT HISTORY and ABROAD EXPERIENCE***

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OCT 07 - FEB 08	<b>KRUNGTHAI CREDIT CARD Public Company Limited (KTC)</b> , Bangkok <i>TRANSLATOR</i> Thai to English, Duties in Department of Marketing Communication
APR 05, OCT 06	<b>I.D.E.A.International Co.Ltd</b> , Bangkok <i>LIAISON</i> for “Bangkok International Houseware (BIH) and Bangkok International Gift (BIG) Fair”
JAN - OCT 06	“ <b>Vicenza ORO Fair</b> ”, <b>Vicenza, Italy</b> for PIMNARA Co.Ltd, Bangkok <i>INTERPRETER</i> English-Spanish-Thai and <i>LIAISON</i>

#### ***INTERNSHIP EXPERIENCE***

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MAR-MAY 07	<b>KNOCK KNOCK! MAGAZINE</b> , Bangkok <i>TRAINEE</i>
SEP 07	<b>Central Pattana Public Company Limited (CPN)</b> , Bangkok <i>TRAINEE</i>

#### ***CERTIFICATES***

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OCT 07, MAR 08	<b>New Investors Program (NIP) #12 and Super Leadership NIP Plus #2</b> By “ <i>Thai Investors Association</i> ” in collaboration with “ <i>The Stock Exchange of Thailand (SETTRADE)</i> ”
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#### ***SKILLS***

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<b>Language:</b>	Fluent in English, Upper-Intermediate Spanish, Elementary French and Italian
<b>English Competency:</b>	IELTS Score: <b>6.5</b> TOEIC Score: <b>850</b>
<b>Computer:</b>	Proficient in Microsoft Word, Excel, Power Point, Visio, SQL, Email, Internet Explorer and HTML Language

***REFERENCES are available upon request***

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