

Supakorn

Pongtanaporn

Marketer

I'm analyze, create, planning, communicate, deliver, and exchange offerings that have value for customers, clients, partners, and society.

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Supakorn4224@gmail.com

Bangkok Area



Make Note Here

Career



Mar 2015 - Aug 2015

Nuffnang (Thailand) Co.,Ltd

Operation Manager

Overall Management include

Marketing function

Jan 2013 - Feb 2015



Arco Iris Co.,Ltd

Marketing Manager

Manage Creative Team, Production Team

Create & Develop Product

Project feasibility.



Dec 2011 - Dec 2012

Cheese Mobile Corporation Co.,Ltd

Marketing Manager

Product Development, Marketing

Communication, Team Management



July 2006 - Nov 2011

Business Enterprise Network Co.,Ltd

Marketing Manager

Project Feasibility, Marketing Plan,

Marketing Communication



May 2004 - Jun 2006

Harrison PLC

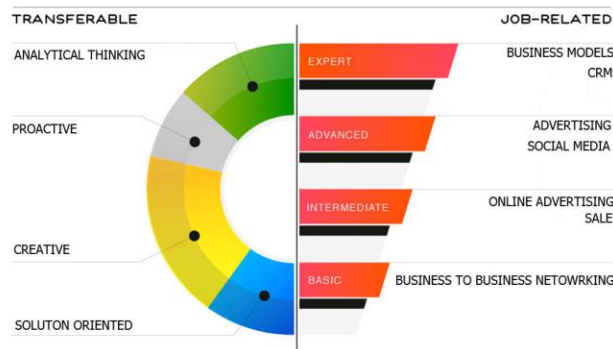
Asst. Sale Manager

Sale, Customer Service

Key Skills

Total involvement with all aspects of marketing including: SWOT analysis, 4P's, Solving Problems, Creative thinking, Interfacing with sales departments and working with new customers to implement modern technologies.

My Strength Skill



Hobbies



LANGUAGES

THAI ★★★★★

ENGLISH ★★★★★

SALARY	POSITION	EDUCATION	JOB TYPE
<p>FROM</p> <p>85,000</p> <p>THB/MONTHLY</p>	<p>MARKETING MANAGER / DIGITAL MARKETING MANAGER / BUSINESS DEVELOPMENT MANAGER</p>	<p>BBA</p> <p>Bangkok University</p> <p>2004 Business Administrator</p> <p>Marjor : Marketing</p>	<p>FULL TIME JOB</p>



MY WHEELS
Why? less fuel
+ full option



For more :
facebook.ocm/
pongapeepk

WORK



EDUCATION



Resume

Personal Data

Mr. Supakorn Pongtanaporn (ศุภากร พงศ์ธนาพร)

Thai, 175cm., 86 kg., Birth Date: March 18, 1982

Address 333/230 Bangna Place Sanpawoot Rd. Bangna BKK

Mobile 099-514-5653, 083-540-5659

Email Supakorn4224@gmail.com

KEY STRENGTHS:

Total involvement with all aspects of marketing including: SWOT analysis, 4P's, Solving Problems, Creative thinking, Interfacing with sales departments and working with new customers to implement modern technologies.

Executive Summary

Graduated with a bachelor's degree in marketing from Bangkok University, I am a marketing manager with over 6 year-experience in marketing management. I have excellent reputation as a creative and innovative manager capable of successfully revitalizing old product lines and introducing new ones. I have full range of marketing experience including market research, market planning & analysis, advertising & promotion, project feasibility, and I also have a good command of computer skills as I am able to do both online & offline marketing. I am fast learning, active, enthusiastic and I am an extremely creative and productive team player. I am able to handle many tasks at a time and be a problem solver, able to work under pressure and in flexible time. I have good skills in interrelationship, problem analysis and problem solving. I have strong management, leadership and motivation skills with abilities in planning, co-ordination and making decision in any situations. I also have positive attitudes and an open mind. My career objective is becoming a marketing director of a multinational company within 10 year time. In conclusion, I am strongly confident that my qualifications could be able to make significant contributions to your organization to achieve goal line.

Education

**Bachelor's Degree in Business Administration,
Major Marketing
Feb 2004, Bangkok University, Thailand**



[Click this picture to see my VDO resume](#)

Working Experience

Total working experience: 10 years 0 month, 5 companies

Nuffnang (Thailand) Co.,Ltd

Mar / 2015 – Present

Operation Manager Responsibilities: To manage Talent manager Team, Ad-Ops Team, Influencer

- Overseeing the marketing operations team.
- Coordinating with the sales team in order to gather requirements from customers for the creation of new ideas and packages to be sold to advertisers.
- Managing incoming media requests and building relationships with industry journalists.
- Managing the creation of strategic marketing communication plans in order to provide direction for the company's public-facing communications.
- Conducting analysis by using Google Analytics and other measurement tools in order to provide reports on metrics and finding ways to improve on those metrics.
- Initiating new marketing ideas in order to promote products and brands.
- Managing selected accounts while working closely with the sales team in order to develop ideal campaigns across all platforms.
- Working with the technical team in order to build comprehensive systems and functions with constant improvements for adapting to industry needs.
- Build online awareness for the company's brand
- Identify areas of improvement related to Search Engines and implement changes

- Plan, implement and execute strategies to help grow business through website and social media by search engine optimization (SEO) and online marketing.
- Analyze and research keywords to apply in online contents strategy.
- Use web tool tracking conversion rates for making improvement to the website.

Arco Iris Co.,Ltd

Jan / 2013 – Feb 2015

Marketing Manager

Responsibilities: To plan marketing media & production for Corporate.

Type of Business : Media Production

Business Development

- Project Management : Project Implement, Team management, Project evaluation
- Project Feasibility Study : Project overall analysis, planning, forecast, ROI
- Market Research

Marketing :

- Demonstrated competencies in writing and successfully executing multiple business plans and Proceed as planed
- Provide necessary steps for preparing annual marketing plan.
- Provide supervision to all the marketing personnel.
- Designed promotional materials to increase sales
- Provide proper management for making schedules as well as production of marketing materials.
- Simultaneously managed multiple projects under tight deadlines.
- Supply necessary marketing information at many vital conferences.
- Work closely with outsource Agency.
- Prepare plan to organize events for public relations
- Solving Problems

Marketing Communication

- Magazine Design, Development and manage.
- Facebook & Website Analysis, Design, Development and manage.
- Leaflet & Brochure Design, Development and manage.

Product

- Create new TV production for media business.

Sale Management

- Design overall sale team.

- Planning session schedule for sale skill & Product training.
- Coached management and engineering teams in developing sales strategies

Cheesemobile Corporation Co.,Ltd

Dec / 2011 - Dec / 2012

Marketing Manager

Responsibilities: To plan marketing ,Co - ordinate ,Sale, manage power, and customer service.

Product : Mobile Content Download, IVR Content

Marketing Function :

- Demonstrated competencies in writing and successfully executing multiple business plans and Proceed as planned
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E-Magazine

- Create & Design content Magazine format
- E- magazine's team creative Management

SMS Product

- Create & Design sms content
- SMS Promotion
- Media plan

Business Enterprise Network Co.,Ltd

Jul / 2006 - Nov / 2011

Marketing Manager

Responsibilities: To plan marketing ,Co - ordinate ,Sale, manage power, and customer service.

Supervised start –

up staff of 10 people to support a growing customer base with demanding needs in Natural Gas technology industry

,Secured account retention of 90% ,Reduced the percentage of customers requesting refunds to below 5%

- NGV & LPG equipment, IT-Product, Software ERP, CRM

Business Development

- Project Management : Project Implement, Team management, Project evaluation
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Marketing Function :

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- Solving Problems

Tele Marketing Mgt : Develop & Manage Tele Marketing Team

- Team Mgt., Data base Mgt., Summary & evaluation
- Solving Problems & Find way out

Online Marketing : Managed product website, frequently updating product information.

- Website development, Web content, SEO

Harrison Public Company

May / 2004 - Jun / 2006

Asst. Sale Manager

Sale ,Customer Service,Sales Planning

- Organizeng market data and setting up databases
- Preparing promotional materials,such as newsletter and leaflet
- Setting up event for meeting customer's party

SKILLS (OPTIONAL)

Ms office(expert),Adobe

Photoshop(Basic),AuthorWare(expert),Dreamweaver(Basic),Illustrator CS

LANGUAGES (OPTIONAL)

Spoken: English,Thai

Written: English,Thai

Strengths Point

- 1. Good leadership skill**
- 2. Fast learner**
- 3. Good consultant**
- 4. Honest / Integrity**
- 5. Friendly**

Skill

Language:	Reading:	Listening:	Writing:	Speaking:
Thai	Excellent	Excellent	Excellent	Excellent
English	Good	Intermediate	Intermediate	Good
Computer	•Known Graphics Tools: Macromedia Flash, Adobe Photoshop, Adobe Illustrator, 3D Max, Macro Dream waver, Joomla, Google Analytics Tool			
	•Known Office Package: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook Express			
	•Known Operating Systems: Windows9X, Windows2000, Windows ME, Windows XP, Windows Vista, MS DOS			

Digital Marketing Skill

- Data Analysis
- SEO Content, Content Marketing
- SEM : Facebook Ads, Google Adsense, Google Adword, Google Analytic
- Web Analysis and Architecture Design
- Digital Marketing Strategy & Planning
- Influencers Marketing
- Social Media Marketing
- Mobile marketing
- Visual Marketing

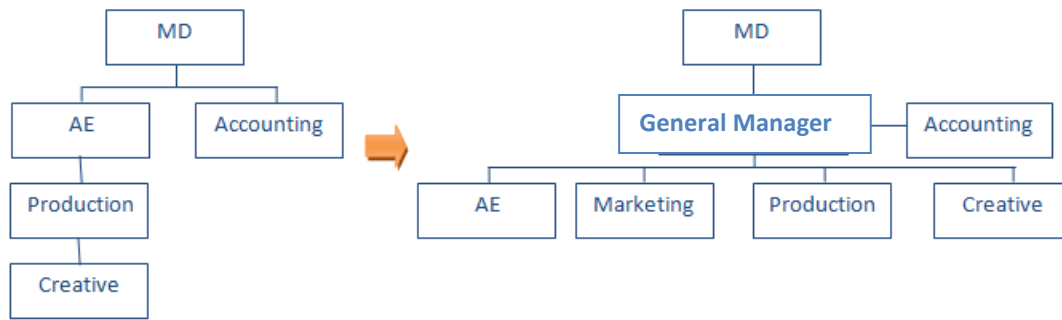
Portfolio

Nuffnang (Thailand) Co.,Ltd

- Improve work procedure for Team
- Develop Marketing strategy for Talents such as Workshop, Activity, Barter with sponsorship & partnership,
- Manage Relationship with blogger increase number of referral up to 50%

Arco Iris Co.,Ltd

- Develop and Implement company Strategy include Sale and Marketing plan.
Achievement : New organization, Increase number of TV Programs and Revenue more than 80% in first year., Budget control.
- Re-Organization Structure and work procedure
Achievement : Reduce confusion in the coordination and increase work efficiency 100%



- Expansion sale product by add sponsorship pack to TV Programs, develop sale package by add PR package include online media and offline media.
Achievement : Increase revenue at lease 80% per Program

- Maintain product and Lead to develop new product include TV programs
Achievement : Keep TV Program in market create new TV Program every year at lease 3 TV Programs

Cheese Mobile Corporation Co.,Ltd.

- Maintain subscriber
Achievement : Secured account retention of 95% ,Reduced the percentage of customers requesting unsubscribe to below 2%
- Develop marketing communication by add GSM Gateway Promote, Leaflet CD insert and mass marketing communication
Achievement : increase number of subscriber 10% per product
- Product Develop and control product budget
Achievement : Get new product include sms, voice, clip and Reduce production cost 50%
- E-Magazine Develop : lead to produce product content and e-magazine
Achievement : Amour Sexy E-Magazine

Business Enterprise Network Co.,Ltd

- Solving Sale problem for Software Product in 2 month by set up Tele Marketing Team
Achievement : Increase change to get prospect target 400% and transform prospect to customer 100% and Increase revenue up to avg. 10 MB/month(150%), Reduce
- Maintain Customer of Car equipment product
Achievement : Secured account retention of 90% ,Reduced the percentage of customers requesting refund to below 5%
- Marketing Tools to support market such as Sale Kits to support sale team, Banner, Seminar, Activity, Promotion

Harrison Plc

- Sale Condominium
Achievement : Condo sales volume by 25 million target in a month.