

ARUNWAN MUNKONGSONGSAK

address

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PROFILE

She started her Career in IT industry as a Business Analyst at IBM, learning a lot about IT process and technical / logical thinking then she began to look for the bend of her career to something she has been passionate for, Digital marketing. she has pursued her career in few famous advertisement / media agencies which made her gained a lot of marketing skills including Strategic Planning, Digital & Social Media management, Digital advertising, Branding management and etc. With diverse experiences in both IT and Business world, it becomes one of her huge advantages in such an integrated marketing era. Moreover, she also has experienced entrepreneurship in her own small Game Studios Startup to follow her own passion.

Presently she's looking for the career challenge to utilising her credentials and skills to drive the business even more successful.

EXPERIENCES

DIGITAL MARKETING LEAD - THAILAND ACCUMBENS NETWORKS

February 2016 - Present

- ★ Solutions & Strategic Planning for leads & clients who wish to activate Digital Marketing in any area
- ★ Lead the execution to align with plan and branding

CO-FOUNDER STARTUP - THINKBOX GAME STUDIOS

November 2013 - Present

- ★ Handle overall operation including finance, accounting, recruiting and business development
- ★ Establish/ manage relationship with potential partners in mobile game industry
- ★ Plan for marketing & monetization model for mobile games
- ★ Manage to join big events of the industry
- ★ Do market research & Monitoring market trend

HEAD OF MARKETING STARTUP - SOFTBAKED / PAGE365

January 2015 - June 2015

- ★ Help lay marketing strategies, plan and directions for the business
- ★ Plan and implement long-term digital media & marketing ecosystem to suit business goals
- ★ Monitor, analyze & improve the business funnel using Growth hacking marketing
- ★ Build, lead & manage strong marketing team

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DIGITAL STRATEGIC PLANNER

November 2012 - November 2013

WUNDERMAN

- ★ Lay a full plan of marketing strategy for various brands and industries, focusing in Online part to deliver the best outcomes and aligned together with above and below the line media.
- ★ Identify communication & content strategies to be used on different channels to suit users' behavior
- ★ Define function and role of each media according to business nature and its target group.
- ★ Identify measurement of success of each channel, ad and campaign according to statistics.

MARKETING MANAGER

February 2012 - September 2012

SANDBOX GLOBAL

- ★ Create Marketing plan/ phase to cover business objectives
- ★ Create Media Plan and creative direction for advertising to increase acquisition
- ★ Plan for promotional/ seasonal campaign
- ★ Plan for content strategies for both In-game content & Social Media communications

CAMPAIGN MANAGER / SENIOR PROJECT MANAGER

July 2009 - August 2011

SYNDACAST

- ★ Communicate and make sure media plan, creative direction and content plan are aligned with client's brief
- ★ Monitor projects & campaigns and manage resources & day-to-day activities to hit milestones
- ★ Manage clients' expectations & relationship
- ★ Summarize result of Projects / Campaigns with recommendations

DIGITAL PROJECT MANAGER

June 2008 - May 2009

REDLAB

- ★ Create Project Plan and campaign direction according to clients' requirements
- ★ Manage resources of project to ensure progress is on time
- ★ Facilitate any ad-hoc activity required to hit target
- ★ Create documentation for the project i.e. Project timeline, Content Calendar, Material checklist and creative & media brief

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BUSINESS ANALYST / IT SPECIALIST IBM THAILAND

August 2006 - May 2008

- ★ Discuss brief & scope of work with client and summarize as Functional paper to transfer to team
- ★ Handle project methodology & documentation
- ★ Act as Test Manager to illustrate all test cases & user cases
- ★ Wrap-up progress and evaluate with client

EDUCATION

Business Administration: School of Management ASSUMPTION UNIVERSITY

2002 - 2006

- ★ Major in Business Information System
- ★ Minor in E-Commerce

EXPECTATION

Position: Senior Position in Digital Marketing

Expected Salary: THB 120K or above