

Cholavee Imsaeng

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SUMMARY OF QUALIFICATIONS

“Passionate digital leader with 10+ years of marketing experience who can direct an organization in the visioning of aggressive business plan and execution. Truly international exposure with experience managing multi-cultural projects across the globe”

Core competencies include: *Digital strategy - Digital marketing - eCommerce Development - IT/Product management - Product Marketing - Brand Building - Project management - Team management*

- Solid years of marketing experience both at large international organizations and start-ups with successful track record in consistently increasing revenue and decreasing costs
- Extensive experience in digital space(both eCommerce and digital marketing) with the focus in driving revenue and driving adoption of digital products
- Proven track records of product innovation and delivery in aggressive timelines
- Excellent ability in providing innovative and forward-thinking leadership in a dynamic team environment

PROFESSIONAL EXPERIENCE

BEIERSDORF, Bangkok Thailand

Jan 2016 - PRESENT

Type of Business: World's largest Skincare Company

Position: **Head of Digital- Management Unit, Southeast Asia**

Brand portfolio: **NIVEA and EUCERIN**

Countries: Thailand, Vietnam, Malaysia, Singapore, Indochina



- Manage a Digital Division with two key functions: Digital Marketing and eCommerce for the two brands
- Formulate Digital Strategy for Southeast Asia in 3 strategic pillars : eBrand Activation, eCRM and eCommerce
- Provide digital leadership and advise the brand teams in achieving brand objectives through digital properties
- Stay abreast of technological or platform development for supporting brand objectives
- Collaborate with Brand teams to create killer engagement campaigns
- Oversee the planning and execution of all digital marketing campaigns including digital media plan and optimization to make sure ROI for all campaigns
- Set eCommerce strategy and drive B2B and B2C ecommerce channels
- Set the center of excellence in best practices learning and communicate to all SEA business units

TELENOR GROUP , Bangkok Thailand

Jul 2015- Dec 2015

Norwegian multinational telco company headquartered in Oslo, Norway with operations in Europe and Asia

Position: **Regional eBusiness Director - Asia**

Countries managed: Thailand, Malaysia, Myanmar, India, Pakistan and Bangladesh



- Led the eBusiness efforts including eCommerce, eCare, Digital Marketing for the 6 Asian Business Units
- Managed Telenor's Global eBusiness project- “Ommichannel” project for the European Business Units

DTAC, Bangkok Thailand

Second Largest Mobile Operator in Thailand (www.dtac.co.th)

Position: **VP- Head of eCommerce and eCare** (Jun 2014- Jul2015)

AVP- Head of eCommerce (Apr 2012- May 2014)

Apr 2012 – Jul 2015



- Provide thought leadership and innovation to manage internal and external teams
Accomplishment: Built a totally new online sales channel in an offline company and transformed the traditional company culture into a digital working culture
- Built a new online sales channel- 'dtac online store' from crafting the Business Case until successfully launched in November 2012
Accomplishment: Developed end to end business processes in building online sales channel including supply chain, fulfillment, customer service, platform implementation and marketing. Generated revenue of over 15 Million USD/ year(as of 2014)
- Hands-on experience in building eCommerce platform using Software as a Service (SaaS) resulting in a quicker time to go-to-market.
Accomplishment: Launched eCommerce site within 8 weeks of implementation, delivering key capabilities
- Created creative sale campaigns including device sales and top-up programs resulting in massive transaction increases
- Managed online customer acquisition, CRM and retention programs using big data
- Oversaw online marketing campaigns with the focus in online conversion
- Managed online self-service channel- '**mydtac eService**' and '**mydtac app**' consisting of rich features. Driving traffic and usage of the service resulting decreasing calls to the call center
- Managed total online customer experience including design, content, navigation, site architecture, platform, branding/marketing
- Managed a team of product marketing managers and product development managers using Agile project management methodology



International Project Management for Telenor Group

TELENOR Belgrade, Serbia June 2014

Provided knowledge and expertise sharing to Telenor Serbia's eBusiness Team (www.telenor.rs)

- Worked on 'multichannel eCommerce' project- Buy online, Pick up in stores from project feasibility to detailed project plan. Project successfully launched in December 2014

TELENOR Budapest, Hungary Nov- Dec 2013 Provided knowledge and expertise sharing to boost online sales for Telenor.hu online store (www.telenor.hu)

- Provided guidance on redesigning the telenor.hu site to improve the conversion rate and on how to utilize processes more effectively
- Led the short-term improvement plan on the existing online store to increase sales

Ensogo.com (a LivingSocial company), Bangkok ThailandSocial Commerce Site (www.ensogo.com) -#1 in ThailandPosition: **Director of Marketing**

- o Part of the start-up team and developed a comprehensive marketing strategy to increase brand awareness and memberships

Accomplishment: Executed effective marketing campaigns (Online and Offline) acquiring over 1.5 Mil. members in a little over a year (since launch in June 2010)

- o Managed the Marketing Department of 10 staffs to ensure progress and guidelines within communications are delivered to consumers daily
- o Played a key role in the company growing revenues of USD 1 Million/ month and manage marketing budget of USD 3 million/ year
- o Managed marketing budgets and ensure ROI for all activities including online, ATL and BTL
- o Worked with the development and revenue teams to identify areas of underperformance and establish internal guidance to support those areas

May2010 -Feb 2012

**Leo Burnett, Chicago, IL United States**

Type of Business: Advertising Agency

Position: Account Manager

- o Served as a contributing member of the brand team and is responsible for managing the quality of the day to day work on assigned businesses
- o Oversaw all processes including identifying, unearthing and leveraging uncommon insights to grow the value of the brand
- o Optimized the creative briefs and have forged strong relationships with senior level marketing clients

Sep 2008- Nov 2009

Mindshare, Bangkok, Thailand

Type of Business: Global Media Agency

Position: **Senior StrategicPlanner**

Handled Accounts: Pepsi, Samsung (white goods). and local Thai brands

- o Oversaw the client's business and category issues including brand positioning, promotion and brand requirements to develop media plans and recommendations
- o Conducted research and data analysis to develop media strategies and plans

Mar 2006 - Jun 2007

**ZenithOptimedia, Bangkok, Thailand**

Type of Business: Global Media Agency

Position: Strategist

Handled Accounts: Louis Vuitton Moet Hennessy Group of products

(Louis Vuitton, Fendi, Celine, Christian Dior Couture and Christian Dior Perfumes& Cosmetics)

- o Developed media strategies and media plans with the approved budget for each brand
- o Communicated and coordinated with the brand owners headquartered in Hong Kong
- o Assisted clients in overall IMC process including PR, advertising and below the line activities

Dec 2003 - Mar 2006



ChristianDior



CELINE

EDUCATION



ROOSEVELT UNIVERSITY, Chicago, USA
Master of Science in Integrated Marketing Communications

2007-2009
GPA: 3.85



THAMMASAT UNIVERSITY, Bangkok, Thailand
Bachelor of Arts in British and American Studies (International program)

2000-2003
GPA: 3.03



High school Certificate
RUAMRUDEE INTERNATIONAL SCHOOL, Bangkok Thailand
INTERNATIONAL GRAMMAR SCHOOL, Sydney, Australia

1998-2000
1995-1998

SKILLS

- **COMPUTER:** Mac and PC literate
- **DIGITAL MARKETING SKILLS:**
Web analytics (Google Analytics and Site Catalyst) /SEO/SEM
Media Planning and buying- Paid media(CPC,CPM,CPO, CPA)
Mobile marketing/ Social media marketing
- **LANGUAGES:** - Fluency in English and Thai