

TANARAT THUVASUJIRAKE

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A very dynamic business development and marketing professional, equipped with a holistic digital mindset, experienced in multinational companies with strong cognitive abilities and creativeness. Excellent proficiency in presentation, communication, and salesmanship. Proven project management skills and leadership highly-accepted from works and extracurricular activities.

EXPERIENCES

Partner Channel Marketing Manager

05/2016 – Present

Microsoft

- Driving demand in Microsoft's comprehensive cloud computing services and platforms among Corporate Accounts (mid-to-large enterprise customers) segment utilizing thru-partner and to-customer marketing strategies.
- Initiated industry-oriented penetration to comprehensively drive demand in for insurance enterprises. Collaborated with third parties and solution partners. Secured CXOs and business decision makers, expected to close \$1m revenue from this event alone.
- Obtained buy-in from senior management for marketing plan to deliver 80% of annual target revenue in first quarter.

Senior Business Development Associate

01/2015 – 04/2016

AirPay, Garena Group

- A FinTech subsidiary of \$3.75bn-valued Singapore-headquartered internet conglomerate and licensed by Bank of Thailand.
- Led Cashless Payment project in Southern Thailand. Secured business deals with top FMCG distributors in the region and consultatively gave technology-related advices in cash management solution through financial technology services. Explored use case and needs of customers to develop product requirement across platform. Supervised sales and acquisition performance in South region, efficiently brought in highest A1 (Daily Active Users) and A30 (Monthly Active Users) among other regions in Thailand as of Q4/2015.
- Rolled out payment solution pilot project between Unilever and its branded shops Ran Tid Dao, resulted in +350% QoQ growth in numbers of evangelized retailers in the province and led to nationwide partnership granted in Q1/2016.
- Led New Business Acquisition team, initiated strategic partnership and successfully closed business deals with key corporate partners to provide payment services across industries for leading retails and other chain businesses.

Marketing Executive

03/2013 – 12/2013

Total Access Communication (DTAC)

- Strategically planned and conducted digital marketing acquisition campaign, ATL/BTL activities to grow subscribers for Youth segment including Happy Virus, sim for 10-18 years old target with over 400,000 DAUs, and elementary students.
- Initiated and rolled out Happy University prepaid package, closely worked on end-to-end execution with affiliated parties to ensure alignment in overall brand activities including marketing communication, distribution channel, and offline events.

EDUCATION

Thammasat University, Faculty of Commerce and Accountancy Master of Science (MSc) in Marketing Management (GPAX 3.53)	2013 - 2015
Thammasat University, Faculty of Commerce and Accountancy Bachelor of Business Administration (BBA) in Integrative Management (Second-class honor)	2010 - 2013
Triam Udom Suksa School, Major in Arts Mathematic	2008 - 2010

VOLUNTARY PROJECTS

Foundation of The Better Life of Children

Consulting project for small business start-up for non-profit organization in that helps underprivileged children.

Royal Project Foundation

Consulting project for Royal Project Shop based on rebranding, shelf display, and store renovation.

SKILLS & COMPETENCIES

Language Proficiency

English (Professional Proficiency) , Thai (Native)
TOEIC Score: 980 / 990

Computer Skills

Microsoft Office Suites (Excel, PowerPoint),
Adobe Photoshop & Illustrator, Google Apps

ACTIVITIES & SOCIETIES

- ♦ Cast Member & Participant in Disney International College Program in Orlando, Florida.
- ♦ Business Case Competition Coach & Guest Speaker at IBMP Academic Camp
- ♦ Public Relations in Thammasat Business School Student Committee
- ♦ Conference Representative Assistant for 103rd Annual Convention of Rotary International