

# VATHINEE NARONGKIATIKHUN

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## SUMMARY PROFESSIONAL EXPERIENCE

- Candidate with 12 years of experience in marketing planning and strategy. Focusing on acquiring profitable customers, maintain and increase business, strengthen relationship and maintain customer lifetime value
- Familiar with leveraging customer data and insight-based segmentation framework to identify and prioritize the highest potential customers in order to appropriately allocate marketing resources to capitalize on these segments in a manner that meets and even exceed targets
- Work closely with sales team and product team to develop strategic and tactical marketing and marketing communication plan to optimize marketing mix to achieve desire targets
- Reinforce team of specialists to activate marketing plan, work hand in hand with agency, to ensure the plans are effectively implement with systematic measuring and assessing scheme

## KEY STRENGTH

- Strong analytical, problem solving and leadership skill
- Expert in SME and commercial banking, segment strategy and management, end-to-end marketing and IMC management
- Ability to optimize customer insight, needs and industry trends to develop actionable strategies
- Posses solid understanding of banking products and services (domestic and international transaction, savings, fund raising and risk management)
- Active team leader and cohesive team player with can-do attitude
- Optimistic, energetic, goal oriented, excellent interpersonal and communication skill

### TMB Bank Public Company Limited

VP – Team Lead of Strategic Marketing Planning and Branding,  
Commercial Banking Marketing Department

Bangkok, Thailand

Mar.'10 – Present

#### Customer acquisition, segmentation & targeting

- Develop market/customer understanding framework and industry research to identify and prioritize potential customer and appropriately allocate marketing budget/resources
- Develop comprehensive industry analysis to support product manager a deep insight of customers practices, needs and pains, and identify their unmet needs
- Recommend effective sales and marketing strategy for new products launches, deeper market penetration, new market development, increase product utilization, etc.
- Leading role for marketing activation functions, specifically by developing strategic and tactical marketing plan align with the proposed strategy
- Initiate, execute and monitor marketing campaign for new product launch / re-launch to build awareness and increase sales volume

#### Marketing, IMC strategy & planning

- Work with corporate strategy and branding team to develop brand management direction
- Develop strategic and tactical marketing plan, IMC plan and implementation plan to provide guidelines for operational plan
- Communicate direction and business strategy to the under-supervised
- Responsible for end-to-end project management and execution using holistic marketing communication tactics
- Support and facilitate high level coordination between stakeholders
- Planning, designing, executing, tracking and analyzing marketing and communication tools align with target achievement

#### Achievements

- TMB Way Award 2013 : Campaign of the year (TMB Transaction Account)
- ADMAN Award 2013 : Ad That Works (TMB Transaction Account)
- Chief Recognition Award 2012: International Trade Service (Branding & Acquisition program)
- Campaign of the Year Award 2012: Campaign Trade Acquisition Program
- Top Product (half year 2010): Team International Trade Solutions (Acquisition program)
- Best of the Year Award 2010: Top KPI
- Chief Recognition Award 2010: International Trade Service (Branding program)
- Campaign of the Year Award 2010: International Trade Service (Branding program)

**Customer acquisition & relationship management**

- Develop customer relationship strategy and plan to acquire new customer and increase existing customer usage
- Define product strategy and solution (voice and non voice) for each segment and design key acquisition campaign
- Explore business opportunity with potential partners and develop exclusive service packages for target customers
- Orchestrate internal and external partners to market mobile solutions (included identify opportunities, feasibility studies, project management, sales management and performance evaluation)
- Responsible for overall marketing management (product and service planning, define pricing structures, product placement & delivering and identify communication strategies and tactics
- Project Management: Coordinate amongst stakeholders to ascertain the success and timeliness of the project delivery

**Kasikorn Bank Public Company Limited****Apr.'03 – Jun.'08****Strategic planning and implementation**

- Develop and implement customer acquisition strategies to expand customers bases
- Initiate cross selling model to improve sales performance without consuming sales force bandwidth
- Develop and design effective Relationship Model to reduce cost-to-serve, improve sales effectiveness, and increase customer focus
- Design comprehensive relationship programs to build and strengthen relationship with customers and to enhance customer experience
- Coordinate with Product Managers to initiate customized solutions

**Sales**

- Specialize in cash management products and sales targeted to large corporate customers
- Develop and implement sales strategic planning and account planning to achieve target
- Assist top management team to establish new product strategy and implementation to acquire new customers
- Actively coordinate with relevant parties both within and across department to deliver desired product solutions to customers
- Prepare monthly update pipeline and reports to management

**IMC planning & activation**

- Develop IMC Strategic direction and implementation plan for corporate banking product to support sales and to achieve target
- Project Management: Coordinate amongst stakeholders to deliver the project as planned
- Initiate promotion campaign to instigate sales volume
- Initiate product solutions that match customers needs and design effective communication models
- Develop marketing materials, from concept to finishing, to support sales and monitor the effectiveness of media usage
- Event Management: includes Product Selling Session, Seminar, Sports event, Lifestyle event, etc., in order to enhance customers experience with the bank and bank staff
- Support all other marketing communication functions such as internal and external PR, Direct Marketing (Corporate Magazine – K Connect), Corporate e-Portal and KBank TV news report
- Monitor and evaluate the effectiveness of all marketing tools, calculate ROI and performance tracking

**Achievement**

- Top Achievement Product, Acquisition Campaign - Bill Payment, Year 2006
- Set up Business Development / Outbound Calling team, First on board in 2004

**Interflex Textile Co., Ltd.**  
**Associate Export Sales Manager**

**Bangkok/Thailand**  
**Apr. '00-Apr '01**

**EDUCATION**

Chulalongkorn University  
 Master of Arts in Business and Managerial Economics  
 The University of New South Wales  
 Master of Commerce; Specialization in Marketing  
 Assumption University  
 Bachelor of Business Administration  
 Major: International Business Management Minor: Marketing

Bangkok, Thailand  
 Aug. '07  
 Sydney, Australia  
 Dec. '02  
 Bangkok, Thailand  
 Mar. '00