



Pichaya Asavayonchai

(Pich)

PROFILE

28-year old online retailer
with 3+ years of work experience
in product marketing,
e-commerce and Gen Y marketing

CONTACT

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FULL-TIME WORK EXPERIENCE

PROJECT OWNER @ SAMSUNG ELECTRONICS

Bangkok, June 2014- Dec 2015

- (1) Project owner of GALAXY Reflection, an e-commerce platform for Gen Y fashion
 - Conducted a product development/ marketing plan/ budget plan and proposed to the management
 - Regularly coordinated with the development team to ensure the features/ UI, UX are as planned
 - Set up vendor recruitment criteria and e-commerce related policies
 - Closely worked with the digital marketing team, PR and event agencies on the launch communication
 - Managed the product assortment and sales promotional campaigns
 - Supervised the fashion intern team on their online content creation
 - Monitored the no. users, downloads, time spending, flows, etc.
- (2) Project owner of GALAXY GIFT's new UI/ UX development
 - Worked with the MI team on defining a set of questionnaire, target user criteria and methodology
 - Analyzed user behavior using the interview result and related metrics e.g. navigation patterns, time spending per screen, monthly redemptions, etc.
 - Controlled the project timeline, budget and coordinated between developer and designer teams

PR & CSR @ COCA-COLA (THAILAND)

Bangkok, July 2010 - July 2011

- Managed digital, PR, news monitoring and event organizing agencies for Coca-Cola PR activities
- Collaborated with non-profit organizations and ThaiNamthip on Coca-Cola CSR activities
- Controlled and monitored the budget of 'Namthip gives back', an emergency relief program

SHORT PROJECTS

GLOBAL MARKETING @ ALARMMON

Seoul, January 2013 - April 2013

- Developed a competitive analysis on Thailand's mobile app industry for Alarmmon
- Managed Thailand Facebook fan page and organized a small event at MBK

GLOBAL STRATEGY @ AMOREPACIFIC CORP.

Seoul, July 2012 - September 2012

- Conducted a channel development plan (U.S e-commerce and home shopping)
focusing on beauty & personal care industry

EDUCATION

MASS COMMUNICATION @ EWHA WOMANS UNIVERSITY

M.A | September 2011 - February 2014

EGPP scholarship student 2011

MARKETING @ BBA THAMMASAT UNIVERSITY

B.B.A | August 2006 - May 2010

- 2nd Runner-up L' Oreal Brandstorm 2010, Finalist HSBC Young Entrepreneurship 2009
- Academic exchange student at University of Victoria, Canada 2008-2009