

SIVAPONG SAEIWI

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WORK EXPERIENCE

Rocket Internet GmbH – Lazada South East Asia

January 2015 - Present

Associate Regional Mobile Marketing Analyst

- Acquired mobile app install through the specific online channel (Facebook and iAd)
- Analyzed the advertising performance and reported to team leader
- Coordinated with local mobile team to plan and execute mobile app push notification

Rocket Internet GmbH – Lazada South East Asia

May 2013 - January 2015

Regional Social Media Paid Analyst, Lazada Malaysia, Philippines and Thailand Facebook Account

- Worked closely with local Facebook admin to grow fan based and to plan product and campaign post for Lazada Malaysia and Lazada Philippines
- Created and optimized Facebook ad toward conversion – led traffic to Lazada website and targeted Facebook user who most likely to buy specific products
- Implemented partnership campaign with specific brand to deliver brand awareness and conversion
- Analyzed Facebook ad performance report and coordinated with Product Category Manager to ensure the stock, product selection process, pricing and product assortment
- Managed the budget with the ecommerce KPIs given to each countries (Revenue, Order, Traffic, etc.)

Rocket Internet GmbH – Lazada Thailand

May 2012 - July 2013

Lazada Thailand Facebook Account Manager

- Conducted A/B Testing to find banner, landing page and targeting best practices
- Analyzed Facebook ad performance and reported to Regional Online Marketing Team
- Worked with Graphic Team to ensure content and banner attractiveness
- Planned product category to promote and the budget allocation to according to the category performance

DKSH (Thailand) Limited

April 2012

Consumer Product – Trainee

EDUCATION

Assumption University, Thailand

2008 - 2012

Bachelor of Business Administration, Majoring in Marketing (GPA 3.33)

SKILLS&QUALIFICATIONS

- Interpersonal communication skill, both speaking and writing
- Self-motivated and enthusiastic toward work
- Ability to work as a team
- Social Media management (Instagram and Facebook)
- Experienced in Preferred marketing Developer Program (PMD)
- Understanding of web analytics tools (Google Analytics)