

JINTANAN KRAISOPA
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EDUCATION:

- **Master of Communication Arts, 2014**

Bangkok University International College, Bangkok, Thailand
GPA: 3.39

- **Bachelor of Arts, 2009**

Bangkok University, Bangkok, Thailand

Major: English, Minor: Business Administration
GPA: 3.47, Second Class Honors

PROFESSIONAL EXPERIENCE:

Sales Manager (March, 2016 – Present)

Perform Media Sales Ltd.

139, Sethiwan Tower, Pan Road, Silom, Bangrak, Bangkok, 10500

- To be responsible for the revenue across the Thai market.
- To plan and execute a business plan to deliver on advertising sales revenue targets on a monthly, quarterly and annual basis, maintaining a forward looking pipeline of potential revenue streams.
- To manage all key strategic relationships with media agencies, major brands and sponsors.
- To manage and develop client, sponsor and agency accounts to ensure their requirements are met and advertising revenues are maximized.
- To work to educate the market (clients, potential clients and agencies) about the company's product set and proactively demonstrate the benefits of advertising across the company network.
- To seek and exploit opportunities to maximize revenue across video, display & sponsorship platforms.
- To work effectively with the internal teams including product, editorial and business development teams, communicating proactively to ensure alignment and timely delivery.
- To manage the end-to-end sales process from lead generation, proposal & account management.

Media Manager (September, 2015- February, 2016)

Adknowledge Asia Pacific (Acquired Komli Media Company Limited)

1-7 Zuellig House 7th Floor, Silom Road, Silom, Bangkok 10500

- To develop SEA video ads by approaching video publisher clients and initiating partnerships.
- To build and maintain business partnerships regarding display banners and video ads.
- To create strategies for publisher clients with regards to revenue and monetization.

- To manage day-to-day contact with potential and premium publisher clients to maximize growth partnerships.
- To educate publishers about programmatic and actively communicate with them to grow a partnership to meet goals and margin.

Media Manager (July, 2014 – August 2015)

Komli Media Company Limited

1-7 Zuellig House 7th Floor, Silom Road, Silom, Bangkok 10500

- To identify and develop business partnerships with international and Thai publishers to maximize a business growth from them for company's products.
- To develop strategies for publisher clients including pricing model negotiation, traffic volume estimation and monetization, content and audience channels segregation, etc. in order to meet a profit margin.
- To be a team leader for video advertising.
- To manage day-to-day contact with potential and premium publisher clients to deliver values through revenue lift, fill rate, brand control and escalation management.
- To track, optimize and analyze performances of digital media advertising campaigns.
- To maintain active dialogues with publisher clients and build strong relationships with the premium and potential ones.
- To work closely with cross-functional teams to grow partnerships, deliver results and meet account goals.

Overseas Operation (September, 2009–June, 2014)

Winner Online Co., Ltd (Online game publisher)

446/71 Park Avenue II. Sukhumvit 71 Road, Wattana, Bangkok 10110

- To communicate and maintain relationship with overseas business partners.
- To manage a timeline and oversee assigned projects, including IT related affairs, game projects (Client-based, web-based and mobile platforms), payment gateways and overseas Data Centers to be accomplished on time.
- To be a host to welcome overseas business partners and arrange a meeting when they visited the company.
- To translate IT related contents and other assigned documents from English to Thai and vice versa.
- To work on localization for gaming contents.
- Other duties as assigned.

English News Rewriter (March – August, 2009)

Thai-ASEAN News (TAN) Network

4th Floor, Chao Phraya Building

102/1 Phra Arthit Road, Chanasongkram, Bangkok 10200

- To find and select interesting news (World Affairs) for broadcasting on a daily basis.
- To edit and rewrite the news to be accurate before broadcasting.

- To create news headlines.
- Other duties as assigned.

STUDENT INTERNSHIP:

Dining Reservation Trainee (April 1 – May 30, 2008)

Student Trainee Program

Lebua at State Tower Hotel, State Tower Bangkok

1055 Silom Road, Bangrak, Bangkok 10500

- To book and give information to customers.
- To respond email and fax inquiries.
- To fill and type reports.

SKILLS:

- Fluent in English
- Strong communication skills
- Organization and prioritization skills
- Project management skills: leading, negotiating and delegating abilities
- Ability to build strong business relationships

PROFESSIONAL QUALIFICATION:

- Certificate of Contributions, Burapha University International Conference, July, 2014.

OTHER EXPERIENCES:

Business Trip to Taiwan in 2011

- To be a company representative for a business trip to Taiwan for a new project cooperation with Taiwanese game developer.

Business Trip to Australia in 2013

- To be a company representative for a business trip to Internet Data Center (IDC) in Sydney, Australia.

English master of ceremonies in 2013

- To be an English master of ceremonies for XSHOT MATIC 2013 held by Winner Online Co., Ltd.

PERSONAL DETAILS:

Date of Birth: October 09, 1987

Marital Status: Single

Health: Excellent

Nationality: Thai

REFERENCES:

References available upon request

