



## PERSONAL DETAILS

<b>Name</b>	: Sirawanee Chandhrajaturong
<b>Date of Birth</b>	: 30-4-1986
<b>Age</b>	: 29
<b>Gender</b>	: Female
<b>Marital Status</b>	: Single
<b>Religion</b>	: Buddhism
<b>Nationality</b>	: Thai
<b>Mobile</b>	: +6680-942-9553
<b>Email</b>	: chsirawanee@gmail.com
<b>Address</b>	: 139/12 Soi Somthawin, Bangkok-Nonthaburi Rd., Bangsue BANGKOK 10800
<b>Country</b>	: Thailand

## EDUCATION BACKGROUND

<b>Jun/2004 - Mar/2008</b>	Institute : Chulalongkorn University
<b>Bachelor Degree</b>	Faculty : Bachelor Degree in Arts, Faculty of Arts , Major in Library Science , Minor in English / GPA 2.71
<b>Jun / 2010 – Dec / 2012</b>	Institute : Thammasat University
<b>Master Degree</b>	Faculty of Accounting and Commerce International MBA, Major in Global Entrepreneurship

## WORK EXPERIENCE

**1. Nov / 2014 – Present**

Company : LINE Company (Thailand) Co.,Ltd

Position : Category Manager / Marketing / Sales Representatives

Salary : N/A

**Responsibility**

E-Commerce Team for LINE SHOP

- Operating LINE HOT DEAL Official Account and LINE HOT BRAND Official Account for B2B2C deal
- Operating LINE SHOP for Marketplace and C2C deals
- Contact with Brands and Agency to get the best deals and products
- Sourcing products and deals under Beauty Category (Skincare, Cosmetics and Supplementary) to fulfill customers need
- Price negotiation for price offer to LINE customers
- Planning for new activities among LINE users and implement via LINE HOT DEAL and LINE HOT BRAND
- Approaching new partner to join LINE SHOP

E-Commerce team for LINE GIFTSHOP

- LINE GIFTSHOP is new platform in LINE application where LINE users are able to buy gift and send to their friends right into the chat room
- I was in the first team who did the proposal and create value proposition for this project. Before there was nothing, we have to start from scratch.
- Being a Sales Representative to sell LINE GIFTSHOP to Merchants
- Work closely with IT team in Korea to develop the platform
- Coordinating IT issues with Merchants to develop API
- Initiate projects with Merchants to help platform more interesting

**2. May / 2013 – Oct / 2015** Company : Tsuruha (Thailand) Co.,Ltd

Position : Merchandiser / Marketing

Salary : N/A

**Responsibility**

Merchandizing (Cosmetics and skincare)

- Sourcing new products : Seeking for new products in the market in order to compete with competitors
- Update trend and innovation : update with Bloggers, Newsor events to learn about market trend
- Design Gondola display : display products on gondola
- Price negotiation with suppliers : negotiate for the better price for customers

## Marketing

- Create monthly activities with Tsuruha members and customers : to maintain former customers and bring new customers to store
- BA training : in order to let BAs gain product knowledge
- Marketing event at stores
- Initiate marketing activities with PR agency / magazines

**3. Feb / 2011 – Apr / 2013** Company : Deejai Group of person

Position : Co-Founder, Part time planner and operator

Salary : N/A

## Responsibility

### Marketing

- Responsible for creating Brand awareness by using social medias such as Facebook and other online medias
- CRM : Designing and organizing events in order to strengthen customer relations
- Supplier relations : Seeking for sponcors, contact and keep relations
- In charge of designing PR content : both online and offline channels
- Designing Deejai products

### Fundraising

- In charge of monitoring Facebook and Deejai official website
- Create, Design and arrange events
- Contact suppliers and partners for events
- Design PR tools and content of PR
- Monitor fairs and events for Deejai to join and create activities, products during each events

### Others

- Document related
- Q&A from customers and suppliers

**4.Oct/2008 – Aug / 2012**

Company : Asian Honda Motor Co.,Ltd,

Position : **HR Staff**

Salary : N/A

**Responsibilities:**

Recruitment

- Responsible for "Recruitment Online" project for improving working process ; reduce time doing each process, testing program and do the presentation
- Review / Categorize CV based on each position
- Coordinate with recruitment agents to post the job including the activity participation
- Setting annual budget

Welfares

- Setting budget for each welfare
- Take care and service to meet employee's satisfaction

Other jobs assigned

---

**5.Apr/2008-Oct/2008**

Company : Recruitment Consultant,

Position : **Topgun Co.,.Ld.**

Salary : N/A

**Responsibilities:**

Responsibility: Screening resume and schedule the interview also perform the interview.

---

**6.Jan/2006--/2007**

Company : Freelance,

Position : **translator**

Salary : N/A

---

**7.Jan/2005- Present**

Company : Freelance,

Position : **English teacher**

Salary : N/A

## TRAINING & CERTIFICATE

**Feb/2010** Institute:  
**Specialist Training** Subject: Pass TU-Get at score 720

---

**2008** Institute:  
**Specialist Training** Subject: Pass TOEIC at score 870

---

**Mar/2007** Institute: CU Radio  
**Specialist Training** Subject: Attend Training Course as an announcer

## LANGUAGE SKILLS

Languages	Speaking	Writing	Reading
English	Fluent	Fluent	Fluent
French	Conversational	Conversational	Conversational

## ADDITIONAL INFORMATION

Experiences :

March 2008 : Staff for Global Industry Leaders Forum and the 8th Global Symposium of Regulators as Information Centre, Pattaya

December 2007 : Staff for World Allergy Conference 2007 Conference of World Allergy Organization (WAO) as a badge check, Bangkok

April 2007 : Librarian internship at Parliament library

February 2007 : Staff for the Education UK 2007

Exhibition of the British Council as an Exhibition s Assistant, Bangkok