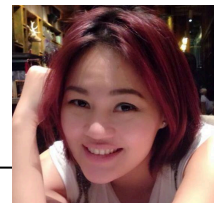


KWANMADA TONGTON (BUAY)

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PROFESSIONAL SNAPSHOT

A result-oriented marketing communications professional, with experiences both offline and online practices, is now seeking challenging opportunities to exercise her capabilities and extent her skill sets to a full potential.

PROFESSIONAL EXPERTISE

- **Strategic Brand Planning and Marketing Communications Planning**
- **Implementation & Execution Management for Offline Practices:** TVC, Print, OOH, Radio, Collaterals, POSM
- **Implementation & Execution Management for Activation Practices:** Event, In-store Booth, Roadshows
- **Strategic Digital Communications Planning & Implementation Management**

Campaign Ideation	Content Strategy	Digital Media Strategy	Digital Analytics
SEO/SEM	Digital Optimization	Influencers Outreach	Social Listening Management
Social Media Strategy & Social Media Management			
Digital Productions Management (Web, Social, Mobile, Interactive Materials)			

PROFESSIONAL EXPERIENCES

J. WALTER THOMPSON BANGKOK

Client Service Director

Group Account Director (Under J-Connect)

Bangkok, Thailand

March 2015 - present

October 2014 – February 2015

Key accounts: Nestle Corporate, Nestle Ice-Cream, KitKat, Johnny Walker, Smirnoff, Anlene, Coke, New Business

- Leading & coaching Account Management team of 9 members: 3 Account Directors, 3 Account Managers, 3 Account Executives for day-to-day smooth operations.
- Working with clients in developing overall brand planning and strategic communications planning that answers to client's business objectives.
- Directing & overseeing team thru the process from campaign planning, implementation, reporting & optimization to successfully meet campaign KPIs.
- Working with cross-functional teams (media/PR/activations) to ensure seamless holistic communications campaigns management.
- Taking care of P&L management for all assigned accounts.
- Integrating digital services as part of the services to all clients to build incremental revenue within my portfolio.

Key achievements:

- Win new business: Coke (Digital), Johnny Walker & Smirnoff (Digital)
- Initiate social conversation strategy to drive successful launch of Smirnoff Midnight 100
- Career advancement from GAD to CSD within 5 months

OGILVY & MATHER ADVERTISING

Communications Director for KFC

Bangkok, Thailand

August 2013 – May 2014

- Acted as the Account Management lead, responsible for campaign planning, implementation, reporting & optimization for 360 degree communications including TVC, print, OOH, POP & digital.
- Integrated digital communications as part of all the assigned projects.

Key achievements:

- Participated in KFC Digital Pitching; Ogilvy was awarded with total digital communications and social media management

OGILVYONE WORLDWIDE LIMITED

Digital Communications Director for Coca-Cola & Mars Pet Care/Chocolates

Digital Communications Manager Coca-Cola & Mars Pet Care

Bangkok, Thailand

January – May 2013

July 2011 – December 2012

- Lead Account Management team of 5 members in campaign planning, implementation, reporting & optimization of digital campaigns to meet KPIs.
- Worked with cross-functional teams (Advertising, Media, PR, Activations) to seamlessly integrate digital initiatives as part of holistic communications campaigns.
- Drove profitability for all assigned projects.

Key achievements:

- Won new business pitching for Mars' Pet Care for cat & dog food brands and Mars' M&M's & Snickers.
- Launched Coke's "One Million Reasons to Believe in Thailand" that won Cannes Awards in 2012
- Career advancement from Comm. Manager to Comm. Director within a year and a half

CREATIVE JUICE\G1

Bangkok, Thailand

Account Manager for dtac

June 2010 – May 2011

- Responsible for managing communications campaigns planning & executions both ATL & BTL.
- Worked with strategic planners in identifying consumer behaviors for mobile usage to help client develop appropriate products (post-paid packages).

LOWE LIMITED

Bangkok, Thailand

Global Account Executive for Unilever's Clear Anti-Dandruff Shampoo

December 2006 – April 2008

Regional SEA Account Executive for Unilever's Clear Anti-Dandruff Shampoo

May 2006 – November 2006

- Worked as regional/global center team in communication campaigns management and producing advertising materials including TVC, Print & POSM packages.
- Ensured consistency of branding & communication messages across all regional/global markets.
- Worked with client in developing new product initiatives: new product conceptualizing, concept testing, product development and communication campaign development & campaign launch.

Key achievements:

- Launched communications campaigns of new production launch: Clear Men in 25 global markets
- Managed and delivered massive-scale advertising materials including 10 TVCs & 10 POSM packages

RESULTS ADVERTISING (within Ogilvy Bangkok)

Bangkok, Thailand

Account Executive for Central MasterCard, Carrier Air-Conditioner

May 2005 – April 2006

- Assisted Business Director in managing communications campaigns (ATL & BTL).
- Monitored and prepared competitive report.
- Worked with media team in making media recommendations.
- Basic account management practices: contact report, WIP, filing & documentation

EDUCATIONAL BACKGROUND

CHULALONGKORN UNIVERSITY

Bangkok, Thailand

Bachelor of Arts, Advertising

April 2005

- Leadership: Leader of the make-up team for the college annual play
- Training: WPP Young Talent Development Program Year II