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Yuthipong Jew

44 Charoen Krung 67, Yannawa, Sathorn, BKK 10120

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Experience

Digital Media Planner/Search Specialist,

CJ WORX (2014-Present)

- Developing SEO/SEM Strategies and Content Marketing in Digital Touchpoints.
- Proactively Creating, Implementing and Optimizing High-impact Biddable Media (Google AdWords & Facebook Adverts).
- Clients included MK Restaurant, KBank, SC Asset, Virgin Active), etc.

Senior Digital Strategist, Media Intelligence (2013-2014)

- Creating an online marketing strategy plan to achieve brand business goals
- Managing Search Engine Marketing (SEM) Campaign for Toyota All Model, Singha Corp., etc.
- Clients included Toyota Motor Thailand, Singha Corp. (Non-alcohol), Giffarine, Toshiba, etc.

Deputy Managing Editor, BrandAge (2007-2013)

- Creating, Writing and Providing articles for BrandAge Essential & THE COMPANY Magazines

Education

Chulalongkorn University, 2013

- Master of Communication Arts (Nitade Chula), GPA 3.78
- Focused on Integrated Communications Management
- Thesis Studied on Personal Branding in Digital Media

Key Skills

Biddable Media (Google AdWords, Facebook Adverts)

- Getting Google AdWords Certification Covers the Fundamental & Advanced Search aspects of Online Advertising and Campaign Management.

Digital Media

- Digital Strategy & Tactical Thinking

Online Articles Published

"Personal Branding" in Digital Media

- Published in BrandBuffet.in.th & Thumbsup.in.th



<http://www.brandbuffet.in.th/2013/10/social-media-personal-branding/>

Yuthipong Jew



As creator, I am a problem solver at heart and strive to deliver the most effective solution at the highest of standard.

Born: July 15, 1981 (age 34), Bangkok

Achievements: Building Toyota All Model's SEM Campaign ranked 1st Share of Voices (SOV) in Thai Automotives Industry on Online Media



<http://thumbsup.in.th/2013/07/personal-branding-through-social-media/>

Suggestions:

Make sure you hire the best possible candidate.
Try someone creative.
Try an excellent digital man.
Try Yuthipong Jew.

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