

Chanon Thestae

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Summary

- Over 15 years' experience in IT & IS field and business development.
- Played roles in over 30 web sites both personal and commercial.
- 3 years' experience sale & marketing managing and account directing oversea small size corporation.
- Good eye for detail and excellent troubleshooting and documentation skills, as well as show a high degree of initiative and ability to work through problems.

Experience

Project Manager, Strategic Challenges Co., Ltd, Thailand	Jan 2016 - Current
Secretariat, Lucky Thirteen Co.,Ltd ,Thailand	June 2015 - Nov 2015
Business consultant and solution provider, Self employed, Thailand	May 2012 - May 2015
Internet Marketing Project Manager , Canon Marketing, Thailand	Nov 2008 - May 2012
Business Development Manager, Business Intelligence Group Corp., Los Angeles, USA	Dec 2005 - Dec 2007
System Development and IT Project Manager, LAX-C inc., Los Angeles, USA	Jul 2003 - Dec 2005
Web Developer, Acer Computer, Thailand	Sep 1999 - Jul 2002

Education

Master, Business, University of Notre Dame, Perth, WA	1999
Bachelor, Business Information System, Edith Cowan University, Perth, WA	1997
Diploma, Business Computing & IT, Alexander College, Perth, WA	1996
Advanced Certificate, Information Technology, TAFE, Perth, WA	1995

Work Experiences

Project Manager at Strategic Challenges Co., Ltd

Jan 2016 - Current, Duration: 2 Months

Responsibility:

- Initiate and lead online marketing campaign of the company such as social media strategy, SEO, SEM, GDN, retargeting, Facebook, and linking strategies
- Manage the strategy in a way that it would support customer acquisition, brand awareness objectives in digital perspective

- Analyses market and industry trends in order to define the most appropriate product alterations and promotional activities
- Manage, monitor and track e-commerce marketing budget

Secretariat at Lucky Thirteen Co., Ltd

June 2015 - Nov 2015, Duration: 5 Months

Responsibility:

- Initiate project and create business plan
- Full size restaurant POS system installation and staffs training
- Accounting and financial consultation
- Daily operation setup and create work flow for restaurant business

Business consultant and solution provider - Self Employed

May 2012 - May 2015, Duration: 3 years

Responsibility:

- Analyze client websites and business solution
- Manage a wide range of projects, including organic optimization, paid search marketing, blog implementation, link-building, etc.,
- Provide guidance and thought leadership to a growing team of passionate search engine marketers
- Develop insightful, thorough recommendations to improve technical, design, content, on-page and off-page optimization elements
- Manage day to day client relationships through conference calls and presentations
- Design and deliver training classes to various customer groups

Internet Marketing Project Manager at Canon Marketing Thailand

November 2008 - May 2012, Duration: 3 years 7 months

Responsibility:

- Set up and manage brand new department to support online activities from all department.
- Responsible for managing corporate web site, microsites, and online activities to ensure strong web content and product campaigns are delivery to end users precisely.
- Connect regionally with CSPL & CCN (Canon Singapore and China) for direction, corporate identity guidelines, translating in order to develop and execute local online communications, campaigns and activities.
- Design and operate thru vendors to create to most effective solution using internet technology to

support dealers and end users.

- Lead product group team, corporate communication team for online activities by communicate to country management and directly report to president for budgeting control.
- Manage e-commerce website for consumable products.
- Community engaging end users using social media tools, E-Newsletter, banners, etc. and integrating customer's database centralize.
- Tracking & analyze online activities, feedback and vendor capability for cost efficiency on the next campaign improvement. Also providing executive report summary for top level management on monthly basis.

Business Development Manager at Business Intelligence Group

December 2005 - December 2007, Duration: 2 years

Type of Business: BIG Corp. is a dynamic international company experiencing growth in one the most exciting area of telecommunication. Development of leading edge technology solutions (Voice Over IP)

Responsibility:

Marketing & Sales

- Responsible for making this division running in profits. Develop and execute a business plan with detailed strategies to grow sales, expand market share and strengthen brand.
- The job involves going out with a sale coordinator, make a presentation, discuss with customers and close sales.

Operation

- Ensuring that overall operation is up to expectation of the company and customers.
- Supervising division's personnel, which include web designers, web programmers and project coordinators.
- Building up an energetic team. Coach, encourage, educate and supervise team members to perform at maximum capabilities.
- Controlling the cost of the division.

Business Development

- Improving the overall performance of the division by developing systems and programs, such as the quality assurance program, the customer satisfaction program and the efficient work flow system.
- Searching for new business opportunities and keep up on the latest technologies.

System Development and Project Manager at LAX-C Inc.,

July 2003 - December 2005, Duration: 2 years 6 months

Type of Business: LAX-C is multinational company that explosive growth in many fields of business such supermarket, cash&carry, online travel, telecommunication, Satellite TV, etc. operated in USA.

Responsibility:

- Planning, communicate and timely execution projects to ensure product and cost efficiency
- Prepare project cost sheet to enable finance and Accounting Department to issue quotations for executive decision.
- Conduct workshops, dealing and meetings with all stakeholders to gather technical requirement to ensure coordinate efforts across all departments to secure necessary resources and oversee the activities of the project to ensure project deliverables meet business expectations.
- Responsible for contract and proposal negotiation, management and execution of all outsource multimedia projects.
- Supervise and support web and multimedia staff team in development and implementation of the web based and interactive material to ensure proper marketing support were being done to promote the products
- Lead and coordinate all technical activities regarding web and multimedia work
- Communicate, coordinate, and work closely with the creative team to ensure that all multimedia materials communicate the same message and are in the same creative directions with other promotional materials.

Web Developer at Acer Computer

September 1999 - July 2002, Duration: 2 years 5 months

Type of Business: Acer Computer Co., Ltd. currently employs over 200 staffs and has been growing rapidly from a several hundred million baht business into a multibillion baht business.

Responsibility:

- Responsible for managing web and multimedia projects to ensure strong web content and multimedia are delivery on schedule
- Lead and motivate the web and multimedia team to ensure smooth and efficient
- Create and Update official Company Web page
- Design Web page as for E-Commerce purpose
- Develop company B2B project workflow
- Creating product brochures as for use in marketing purpose
- Managing of Web advertisement for acerclub4u.com

References

Mr. Somyod Raksasat. Managing Director
Strategic Challenges Co.,Ltd Thailand
Tel: 081 843 4779

Mr. Somkiat Phaphon HR director
Canon Marketing Thailand
Tel: 080 270 5479

Mr. Atirat Narksuriya President
Business Intelligence Group Corp., Los Angeles, USA
Tel: 083 088 0625

Mr. Anek Bhoysangngam President
LAX-C, Inc. Los Angeles, USA
Tel: 323 343 9000 Ext. 200

Contribution Detail:

I consider myself to be a hard working reliable person who is neatly presented, punctual and trustworthy. I can work under pressure and will persist with tasks until they are completed. I am a person who is willing to learn from my experiences.

My ambition in life is to secure a position in a company, which will enable me to use the skills, which I have acquired from my training and experiences to advance through the company highest possible level.