#### MS. KANYANAT VIMONCHANDRA (Apple)

12/1 Soi26 Pattanakarn Road, Suanluang, Bangkok. Thailand 10110

Mobile: +668-7799-3700

E-mail: [apple@kany.co](mailto:apple@kany.co)

Skype: KanyanatV

LinkedIN: <https://th.linkedin.com/in/kanyanatv>

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| PERSONAL DATA |  |
| **Date of Birth:**  **Nationality / Race:**  **Languages:**  **Hobbies:**  **Interests:**  **Social score:** | August 26, 1976  Thai / Chinese (Malay)  Thai, English (fluently speaking)  Business Networking, Boat Sailing  Start-up, Mobile Tech, Business idea, Fashion, Sailing  <https://klout.com/#/KV_apple> |

Kanyanat has 15 years of work experience, with 11 years of management experience, including a high-level position. Kanyanat’s experience appears to be concentrated in Marketing – General management, with exposure in Online business in Thailand.

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| **WORK EXPERIENCE** |  |
| **July 2015 - Present** | **Marketing Consultant**  My Clients as following:  **Thai Desk Co, ltd. (startup by Singaporean)**   * Social community to promote Hire Freelancer project for Thai market   **Research In Motion Ltd. (SEA)**  *Turnkey Marketing Strategy* ***-*** *Outsourcer*   * Digital Marketing campaign for Blackberry Customer Royalty program included Media plan for Chiang Mai, Thailand   **ASRock Inc., Taiwan**  *PR & Marketing Manager – Thailand representative*   * Press Release & Media clipping * Organize Press Conference for new product launch * Brand representative as Thailand Marketing manager * Community management via Facebook and bloggers * Local market analysis, competitor watch (price)   **Tea&Fruits co., ltd** (SME)  *Facebook Ads Consultant*   * Optimizing Facebook Ads and give advice to the owner to localize content fan page in Thai |
| **July2013 – July 2015:** | **GAMESHINE CO., LTD.** A start-up for Mobile Game Publishing in Thailand  JV between [Rodcell](http://www.rodcell.com).com (HK) & [GamEd Software.co.th](http://gamedsoftware.co.th/) (TH)  ***Team Leader (7-10 Employees)***  *We are working under Chinese Country manage. My Key Responsibilities in Product Marketing & Back Office supports;*   * Conduct new mobile games research for the best fit to Thai market at that time. (very early stage for Thai App market) * Monitoring the trend of App Market both Android & iOS * Establishing Partnerships in Mobile service provider such as Payment Merchants, Online Media, App Developer/Studio in Thailand * Organizing the in-house team for localization and marketing to drive the new products (Mobile game and Apps from China), help prepare product and marketing materials to be launched to the market, adhering to deadlines * Manage multiple online channels and marketing campaigns throughout the project lifecycle from conception to delivery to review. * Ensure the digital campaigns are delivered on time, to budget and at excellent quality and accuracy. Using P.O.E Media tactic such as Youtube Ads, Facebook Ads, our website/Fan Page/Youtube Channel/Line, seeding to related website.   After a year, we moved out from GAMED office to be independent office. I have additional role; as Finance and Office Manager and report to HQ in Hong Kong   * Establishment for new office space and facilities for all staffs * Handle for HR: Recruitment, Hiring & Layoff process * Review Financial cost & income, Payroll and Tax, Accounting on monthly basis (work under a finance person in HK) |
| **Nov.2011 – Dec.2012 :**  Position :  Duties : | [**SNSplus, Inc**](http://techcrunch.com/2011/11/28/wi-harper-group-matrix-partners-invest-12-5-million-in-social-games-maker-sns-plus/). **Taiwan /** No.1 Social Game Publisher Year2011  ***Marketing Manager – Thailand Branch*** *(25-30 staffs)*   * Launched almost 30 Facebook games and a web based game platform “Gamegic.com”. * Successfully organized the Company Press Conference in Thailand Game Show 2012 with ROI achievement (visitors & new lead). And we receive the NO.1 Social Game provider in TGS2012 as well * In charge of the Marketing strategic campaign, and the Creative Team, which consists of web designers, graphic designers and the traffic coordinator * Ability to handle work load for many campaigns within the budget, and time delivery * Developing the marketing strategy and plan following head quarter’s direction * Successfully negotiate percent sharing with Payment Partners as the only Thai management in the office. |
| **Oct.2010 – Aug.2011 :**  Position :  Duties :  **Mar.2007 – Oct.2010:**  Position :  Duties : | [ASIASOFT Corporation Public Company Limited](http://www.asiasoft.co.th/)/ No.1 Online game Publisher in SEA  ***Ast. Business Development Manager (4 staffs)***   * Finding new business opportunities by the matching our resource and products we have. * Implements the new product/service and maintains the Non-game products, such as Pre-paid cards & Payment Gateway partners, Internet Security software, Utility software and software for Internet cafés. * Deals and negotiates with new partners to use our prepaid card services. * Ensures achievement of sales targets (THB120 Mill.) and goals for the year, and lays the foundation for long-term growth. Review with the team to reach the monthly target. * Report the current business trends and new potential business, and be the source of business data. Produce and present proposals to the CEO for the new business investment, model, strategy, and idea or Improvement Company strategic.   In this business unit, I have been help to do marketing for the new products as following:  **- @CASH**, the physical Top up card for Online games. At the beginning only for our own games, but it has been popular in gamer market, easy to buy at 7Eleven around Thailand. My role is to find more Clients using our Top-up card and support media to them as win win benefit. The hi-light customer such as mPay, 1-2-calls, Raja for Facebook game, the revenue scale from 1 - 120 Mill. Baht after the first year join with us.  **- Kingsoft** Internet Security and other utility software from its brand. Asiasoft has more than 16 Million gamer accounts at that time; they are taking risk from the hacker every day. We implement Kingsoft antivirus as a security token for our gamer in our game login system. This policy was create a big change to players but it worth it to prevent hacking their virtual money in our game, which is effect to our revenue lost and the player's money as well.  **- PlayThai** by Asiasoft is our new segment publisher for Online game developed by Thai developer. The business model is to help Thai game studio to promote and share all infrastructure that Asiasoft already have such as Play ID (16 Million ID), Login system and Payment system.  ***Product Manager – Thailand market (10-20staffs)***  In charge of Online Game publishing projects to manage each product from initiation through final acceptance to make sure the output has reached the target (5-6 Mill.US dollars / year)   * To plan, monitor and deliver the best service and marketing campaign within the approved scope, time frame of the project. * Provide timely and accurate project status information to steering committee team, escalate project issues appropriately, mentor cross-functional project team members and identify and share implementation best practices with them.   *Achievement by Product:*  1) Granado Espada (1.5years old before in charge): Using CRM and increase 20% revenue first 3months, achieve 100% yearly revenue target  2) Ghost Online (launch) Character management, Partnership with Kellogg’s to get free TVC Media and Offline media, roadshow in exchange with Game’s items. Achieve revenue 100% yearly revenue target  3) Yulgang (4years old before in charge) Refreshing Brand to recall old customers, the result is 120% monthly users after 3 months of campaign. Also integrate SMS vote system for gamer activity. Achieve revenue 110% yearly revenue target  4) Twelve SkyII (Launch) earns massive demand from hard core gamer, boost revenue 200% at the 2nd month from launching. Achieve revenue 100% yearly revenue target  After that I want to learn more on how to run the business, so I move to Business Development Department within Asiasoft. |
| **Nov.2005 - Oct.2006 :**  Position :  Duties : | **ANS Wireless Co., Ltd. (**[ChickyClub.net) /](http://www.ChickyClub.net)/) Top4 Mobile content Aggregator in Thailand  ***Project Manager - 1900 Audiotex Services* (4 staffs)**  In charge of the VOICE project since initiation by sourcing the hardware and implement the software system for 1900 Audiotext Services (TEL.1900-xxx-xxx). Responsibility for the sublet agreement from the 1900 concessionaire, Marketing plan, Create new concept for Voice content services, Sharing & Budget controller, Analysis for the ROI, Revenue monthly report, Dealing with Affiliate partners. |
| **July 2004 – Oct.2005 :**  Position :  Duties : | [PICO (Thailand) Public Company Limited](http://www.pico.com)/Event management  ***A****ssistant Executive Secretary to CEO/ COO/ CFO*   * Working with lots of documents for CEO Approval, IPO document, Expenses Reimbursement, Arrangement for traveling, meeting, Prepare for Corporate Materials (CI).   Beside of the general assistant for CEO, COO, I have also in charge of Corporate communication for our Internal activities. |
| **Dec.2002 – June 2004 :**  Position **:**  Duties**:** | [Event Solutions Co., Ltd.](http://www.eventsolutions.co.th) (C/O Index Event Agency PCL.)  ***Sr. Marketing Executive***  Show Importer management, Event Planning, Space Rental Management, Client database filling, Website’s content updating, Co-ordinate Event activities, On site Activities Workshop, Dealing with Freight forwarder to imported Advertising Balloon. |

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| **SKILLS**  - Project management (Agile)  - Marketing Strategy  - Digital Advertising  - Press Relations  - Brand Activation  - Human Resource Development  - Startup | | - SEM, CPC, CPI, oCPM, CPA  - Email marketing (EDM)  - Social Media Management eg. Facebook, Twitter, Instagram, pinterest, LinkedIN, Youtube  - Ads Optimization ; Facebook Ads for App, Google ADWORDS for App  - Gamification techniques  - App Store Optimization (ASO)  - Mobile Ads Network analyst | |
| **EDUCATION** |  | |
| **1994-1998:**  **1988-1994:** | Suan Dusit University , Bangkok  BA. Communication Arts, Major: Advertising & PR  Benjamarachalai School, Bangkok  High school Certificate, Major in Mathematic – English | |
| **COURSES :**  **(Present - Previous)** | “Middle Management Development program” by Thailand Management Association, 1-2 Oct.2010  “Excellence Team work” workshop, Wang-ri Resort, Nakorn Nayok by Dr. Sophon, Aug.2010  “Digi-marketing” Seminar by Mr. Ian Fenwick, Ogilvy & Mather, Dec.2008  "ISO 9001 : 2000 Internal Quality Audit" Certificate by SGS (Thailand) Limited. 4-5 Sep.2008  "Management Power Tools: Managing the people" Certificate by KM Management School. 15-30 Mar.2008  “Pocket MBA in Marketing” Certificate by BrandAge Education, May 2005  “How to write marketing plan” Certificate by BrandAge Education, June 2005  “Service-mind” courses by Novotel Lotus Hotel, Bangkok (Accor Group), 2001  ----------------------------------------------------------------------------------  “Jewelry design” beginner, Bangkok Fashion Academy, July 2010  “Fashion Color and Forecasting” Certificate by Bangkok Fashion International Academy, Chulalongkorn university. Oct.2005 | |
| **PC Programs :**  **Graphic Programs :**  **Other :** | Window: Ms Office, MS Power point, OpenOffice.org 2.0, Internet Explorer  Adobe Illustrator , Adobe Photoshop, 3DMax Studio  ISOFTOOL (audiotex), AppFlyer(OneLink), AppAnnie(AppMarket) | |